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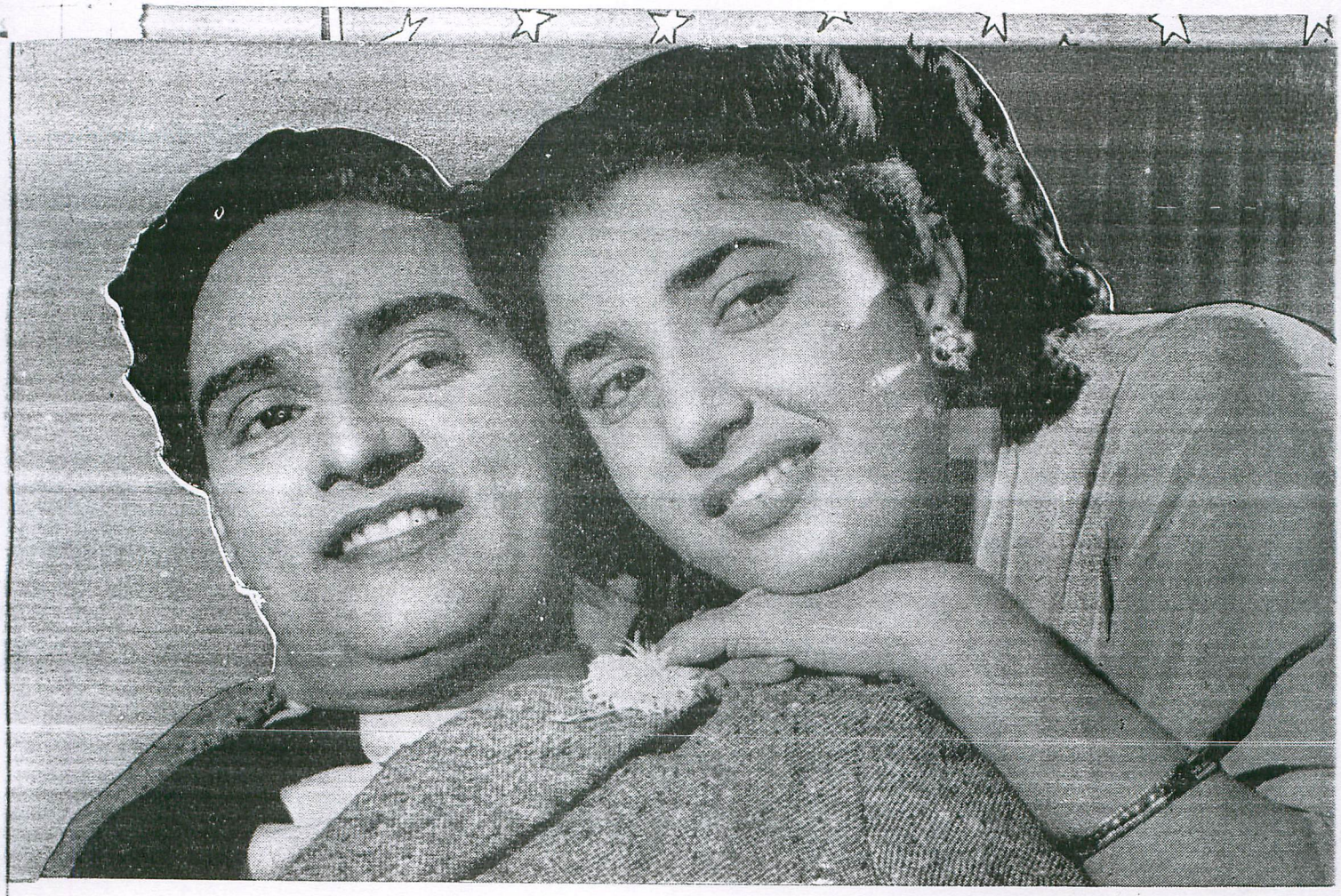

Shammi and Mahipal in detective thriller "KHOJ" (A Navin Pictures release).

Bombay Office :
10-B, Pali Road,
Bandra, Bombay-20

Bombay Manager
B. K. CHOPRA.

Vol. XIV May, 1953 *No.* 5

filmcritic

Editor-in-Chief : V. N. NAYYAR *Editor :* R. R. RISHI

Editorial & Advtg. Office :
Jogdhyan Building,
Chandni Chowk,
DELHI.

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Guest Editorial

THE COLOUR CRAZE IS ILL-TIMED

By : **R. S. Baldev Raj Oberoi**

WHEN one has not yet placed his one-foot firmly on the first step of the ladder and tries to place his second one on the higher one, the result would naturally be a fall. The same can be applied to our Film Industry.

Pictures which we have been making in black and white utterly lack in intelligence besides poor technique. During the past five years more than a thousand pictures were passed by the Censors but of these one thousand and odd, how many can be called really good pictures ? Perhaps you could just count on your fingers. All this time we have been just exhibiting our poverty of themes, stories, direction, technique (photography, recording etc. etc.) and even production sense. Even our best pictures were, in most cases, plagiarized from Foreign Pictures confirming our bankruptcy in every branch of film production.

At this time, when we have yet to learn a lot towards making even black and white pictures, some of our Producers have either launched or are thinking of starting colour pictures. Little do they know that it is not the 'colour' that matters most but it is the quality that can attract people to box-office. Colour is of no special attraction for the literate Indians, for they have seen enough of it in Foreign Pictures. For masses 'colour' may prove of some attraction but from business point of view it would prove an expensive proposition. So far two colour pictures "AAN" and "JHANSI KI RANI" have been released. "AAN" was a success on account of (i) being the first colour Indian picture (ii) Mehboob's name (iii) Naushad's

music (iv) Its foreign rights having been sold for many foreign countries. If its cost of production and income from India alone were considered it might not have been a better business proposition than the usual Mehboob black and white pictures. In case of "Jhansi Ki Rani" it appears that its heavy cost of Production amounting to 90 lakhs (as the producers say), would never be realized from its release in India alone and if it can not bring in enough returns from its release overseas it may prove a losing proposition. In case 'Jhansi Ki Rani' had been in black and white, it would certainly have been almost as good a draw as it is now in colour and would have definitely proved a profitable proposition to Sohrab Modi. And then just look to the enormous success of black and white 'Anarkali', income of which is said to be better than both 'Aan' and 'Jhansi Ki Rani'. It is being extended week after week even at small stations. Thus greater success of 'Anaarkali' with much lesser cost of production shows without contradiction that in India at least it is not the colour that matters most to the people. It is something else. That is drama and music. 'Anarkali', in colour, would perhaps have been as good a success as it is now.

So let, first our Producers learn to make pictures in black and white before thinking of attempting colour pictures.

Besides it is not the opportune time to go in for expensive colour projects for the following reasons :—

(a) India is passing through a great economic depression. This depression has greatly affected the film-trade. The income on all pictures (except the few top-class ones) has fallen beyond expectations. The producers, distributors and exhibitors are all facing difficult times. A colour picture which would cost much more to Producers would in turn cost more to the Distributors who would in their own turn demand very heavy terms from the Exhibitors. The later, being lured by 'colour' agree to pay even 70% of the gross income to the Distributors keeping 30% for themselves which is hardly sufficient to give them even their running expenses. Then why take up such a project which is not profitable to anybody ?

(b) The exhibitors in their own turn have been increasing admission rates for colour pictures, which the public has virtually refused to pay as their economically-effected pocket can not afford to pay.

(c) On account of the import of (i) raw materials for colour pictures (ii) machinery for colour pictures (iii) Foreign technicians to filmize and/or train our technicians for the same (iv) Import of positive coloured prints, lot of our Indian currency will flow out of India thus affecting our general economic situation.

(d) The cost of a coloured print varies from about Rs. 5,000/- per print to 8,000/- according to system of colour. The life of a 'safety' positive print is usually not more than 25 weeks run. Hence their wear and tear expenses work out between Rs. 200 - to 300/- per week against the wear-tear cost of about Rs. 70/- per week in case of black and white pictures. The poor returns from smaller stations can not justify our running colour pictures at these stations. These stations give a revenue on fixed hire/percentage basis of Rs. 75/- to Rs. 300/- each station at which income the supply of a colour picture by any film distributor would be a loosing business proposition. Hence the income from these small stations which form a fair percentage of the total income on a black and white picture would have to be mostly sacrificed in case of colour pictures.

(e) Our Government does not help the film industry financially nor do the Banking Institutions in India look upon the Industry with favour. The financial backing to the film industry is very weak. The 'Marwari' Jews or the 'Multanis' (as they are called) finance the pictures partially but on such 'blood-sucking' terms which possibly leave very little scope for the Producer to survive. Under the circumstances how are these costly 'colour-projects' going to be a success ? It is a question to be thought over well before deciding upon making a picture in colour.

It is, therefore, not the opportune time for the Indian Film Producers to plung into the colour-projects. The same must be deferred till the present trade slump is over and proper financial and Government backing is available so that we can produce and develop the same in India rather than depend on foreign aid and have our own laboratories and technicians to take out prints so that the ultimate cost of Production of a colour picture is only reasonably higher than that of a black and white picture and not manifold.

Manhar Desai and Kate Sethi in Aina Pictures "Anand Bhavan".

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Dialogues: **Pt. Anand Kumar** *Songs:* **Nakshab**

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Music: **NISAR**

Starring:

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SHAMMI (Charming Heroine of 'Malhar' fame)
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SATISH (the character Villain)
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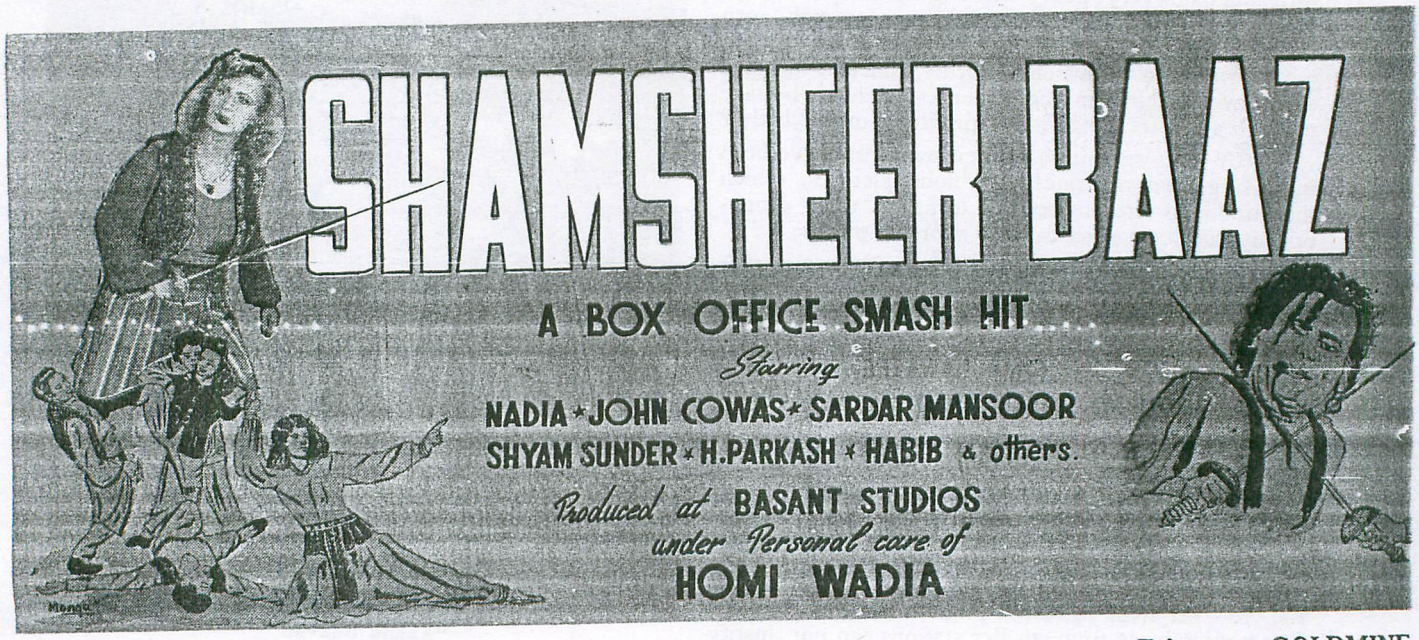
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NADIA * JOHN COWAS * SARDAR MANSOOR
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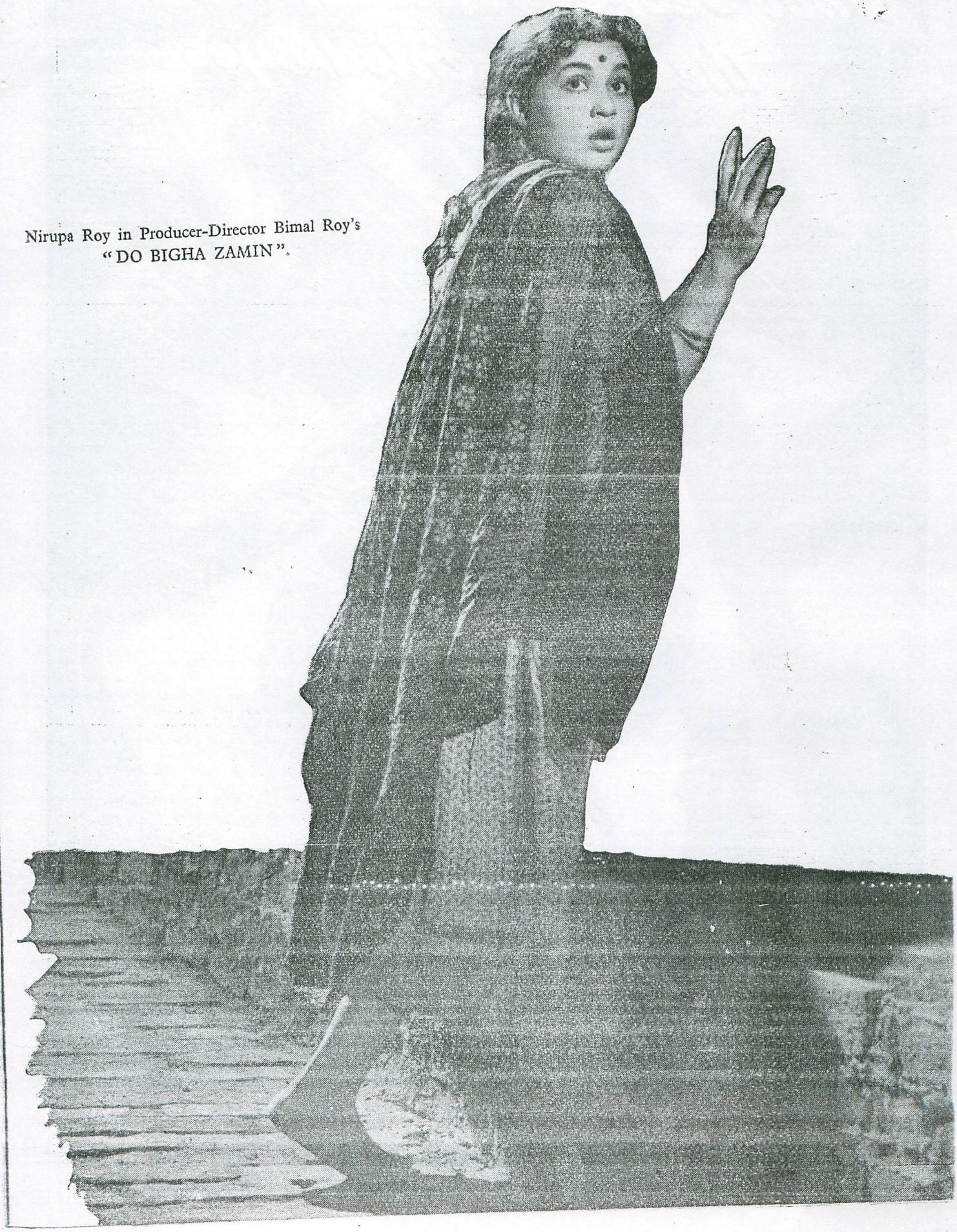


Nirupa Roy in Producer-Director Bimal Roy's
"DO BIGHA ZAMIN".

With : BHARAT BHUSHAN, MUMTAZ ALI, MURAD, RADHA KISHAN and RANJIT KUMARI

Produced & Directed By : SANTOSHI *Music :* VASANT DESAI

Coming Shortly At Prominent Theatres Throughout The Circuit

Distributors : **BOMBAY TALKIES DISTRIBUTORS,** Chandni Chowk, DELHI.

TEN BOX-OFFICE PICTURES OF 1952

By : **Daulatram**

THE most illusive proposition in the film industry is success at the box-office. Literally thousands have racked their brains, have conducted country-wide researches, have done all in their power to tackle this proposition, but—except a few of them, per chance—they have not been able to get the exact answer. And the few who have succeeded have not had continious success.

What makes a box office success? Nobody ever knows. A certain picture goes over big with the audiences all over the world, and the producer thinks he has hit upon the right formula. Many other producers also follow that formula. And just when they are beginning to feel that they are getting along smoothly, there comes a big box office bonanza, which upsets all their notions of a 'formula'. Then they are set to thinking again, and reconnoitering ; and they are on an entirely new track. And so on : year after year, cycle after cycle, *ad infinitum*.

There are a few producers, of course, who seem to be endowed with the knack for box office pictures. But even they are not infallible. It is a rare one who has never produced a flop. It is, in fact, a rule that our producers are almost always making flops ! One acquires such a pessimistic bent of mind that even a moderate success becomes cause for elation. If more than ten pictures are successful at the box office in a year, one begins to feel that the industry must be flourishing indeed !

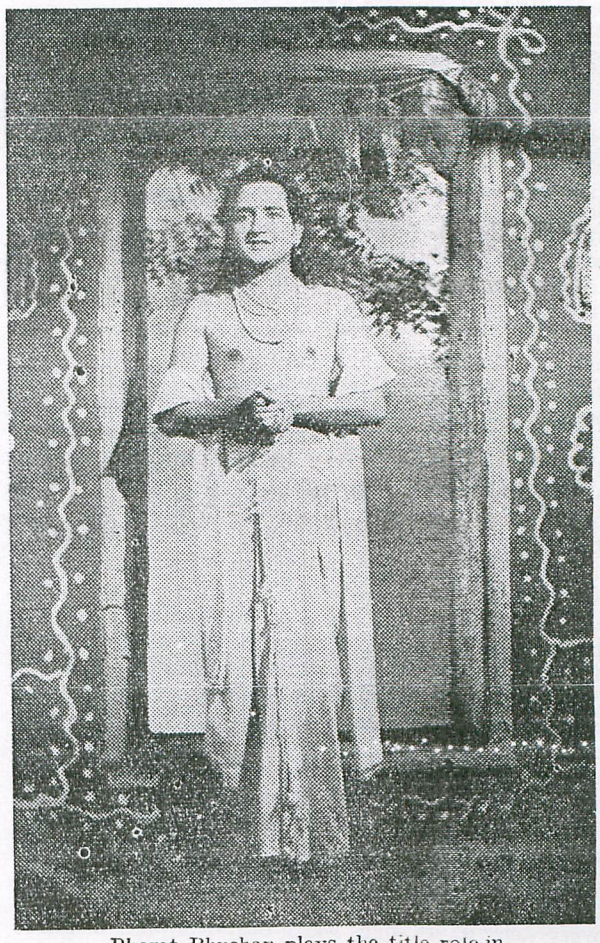
Even during 1952, a bare few, apart from the ten we have got on our list, were commercially successful. Out of over 100 produced during the year, if not even 10% bring in much more than the outlay on them, what purpose do they serve : since they have not been produced for 'art's sake' in any case ?

The ten pictures on our list are featured here for various reasons. It must be clearly understood that the same set of reasons does not apply in the case of any two pictures. Any argument for a 'formula' is, therefore, easily refuted. A producer has to bank entirely on his luck, and to the whims of a very fickle public, when he goes into production. He cannot depend on the repetition of any formula : much less can he stake all he has on a cheap imitation of a foreign picture.

GEMINI STUDIOS repeated the trick of their stupendous box office success "CHANDRALEKHA" in 1952 as well, with "SANSAR". Of all the box office pictures of the year, this was by far the most successful. It has grossed nearly as much at the box office as did "CHANDRALEKHA". With a mixed Bombay-Madras star-cast, "SANSAR" featured a common enough story, excelling the other films of its class in the compassionate sympathy it evoked in the audiences. It had basic human appeal, and a straight, sober and dignified treatment was its distinguishing mark. A couple of songs went over big with the audiences, and a very subtle but effective publicity campaign brought the audiences again and again to the theatres to see this film. Every one of the members of the mixed cast put over a neat portrayal, and the director was able to integrate their various talents into a convincing translation of the story into celluloid action.

This picture was made according to a formula, and yet it was not based on any single and set formula. Many other like pictures have been made with attending success, but it cannot be said that the same formula can be repeated with a firm convinction that similar or even less success will be attained.

MAYBE, THE success of "SANSAR" will be equalled, if not improved upon, by Prakash Pictures' "BAIJU BAWRA", for it is still running to capacity



Bharat Bhushan plays the title role in "Mahaprabhu Chaitnya"—A Desaico release.

houses all over India and has been deemed one of the greatest successes of the Indian film industry. It has packed the audiences into the theatres for many months on now and there does not appear to be any waning of its popularity. One of the reasons for its unqualified success is its excellent music, which is all the more appealing because it is in a classical vein and yet easily grasped by the lay people. The super portrayal of the title role by Bharat Bhushan is another reason for the success of the picture. Not since "BHAKTA KABIR", for which he is still remembered, has this accomplished artiste given such an inspired performance. He is the very life and the spirit of the picture. There are those, of course, who are of the considered opinion that Meena Kumari put over a better performance than Bharat Bhushan's, strictly in the histrionic sense. But whether or not one agrees with them, it is a point of credit for "BAIJU BAWRA" that it featured two of the best performances of the year. The brilliant photography and the beautiful montage of the film were the other bright features that have helped "BAIJU BAWRA" on its road to success. Part of it had already been assured by the fact that the film is based on a very popular legend about one of the most beloved figures of history.

ALMOST AS much success as of the two films that have topped the list was granted to A.V.M.'s "BAHAR". Based on a very pedestrian story, which must have been repeated on the screen a hundred times before it, the film was highlighted by the verve and the charm of its leading lady, Vyjayanthimala. She was literally like a bombshell burst in the midst of the audiences. The personality and the allure of this bright new teen-ager from Madras were a new experience for the audiences all over the country. She danced her way literally into the hearts of the audiences. Her quick changes of mood, her incalculable histrionic ability and her beauty drove the audiences "BAHAR"-Crazy. The other members of the cast were a mixed Bombay-Madras team, as in "SANSAR". And they fared quite as well. The direction, the photography and the music and the choreography were positive highlights of the picture.

ALSO A tremendous success all over the country was Raj Kapoor's "AWARA". There were many who doubted its qualities, to start with. But even the sceptics remained to acclaim the unexpected success of this much-boosted and controversial film. Dealing with the life of a juvenile delinquent who, born of noble parents, had fallen into wrong hands in his very early childhood, this film depicted the benevolent and corrective influence love wields on even a coarse and corrupted mind. The film was Raj Kapoor all over. The versatile artiste, one of the very few best we have, put over an utterly different and captivating performance in this film. Bar a few minor lapses, "AWARA" was technically a pride picture for India. Every one of its songs was a beautiful piece of music and became immensely popular with the audiences. The film was also remarkable for its unusual portrayals by Nargis, Prithvi Raj and Leela Chitnis.

NOT AS much of a box success as the four preceding pictures, yet by far the best of them all in its contents, its spirit and its general impression it left on the minds of the audiences, was Producer-Director Devaki Babu's "RATNADEEP". Despite an evident effort made by the director to introduce a few scenes for comic relief, in order to please the audiences, the overall effect of the film was one of sublimation. The story of an Assistant Railway Station-Master who impersonated a rich zamindar with a view to acquiring his wealth and his wife, and who could not bring himself to carrying out his design in spite of temptation and opportunity, was very subtly and sublimely depicted. The role of the hero was played by Abhi Bhattacharya in whom the critic could see the makings of a very consummate and successful artiste. Quite as much importance was exacted by Anuva Gupta, the wife of the late zamindar whom Abhi impersonated. Hers was a very restrained yet eloquent performance and I personally thought her strikingly beautiful. I am speaking of the beauty of character and of soul. One of the surprises of the film was two minor but very significant roles played by such notable thespians as Pahari Sanyal and Chhaya Devi. The songs sung by Juthika Roy added to the sublimity of the film. The photography and the direction made it a complete, an artistic film. For a long time to come, it will be remembered by the discerning film-goers of this country.

(To be continued in the next issue)

Shyama in Jubilee Pictures Ltd's "Thokar", produced and directed by Lekh Raj Bhakri.

Usha Kiran, the fast rising starlet of the screen, looks glamorous than before in New Sai Productions "JHANJAR", directed by Kedar Sharma.

DISTRIBUTORS' LATEST ACQUISITIONS

Ramesh Saigal's "Saya" and Production No. 3 with Bombay Talkies

Bombay Talkies Distributors have acquired Asha Deep's "Saya" and "Production No. 3", produced and directed by Ramesh Saigal. "Saya" features Nalini Jaywant with an all-star cast.

"Aaghosh" with General Talkies : "Vachan" on the sets : "Malika Salomi" On The 15th May

Messrs. General Talkies Ltd. have bagged the distribution rights of Nihal Film Corporation's "Aaghosh" for Delhi and U. P. The picture is directed by R. D. Mathur and the leading roles are played by Nutan, Nasir Khan, Agha and Shakila. Roshan provides the musical score. The complete publicity and prints have been received and the picture is due for an early release.

Kashyap Productions second offering "Vachan", the distribuion rights of which are controlled by General Talkies Ltd., went on the sets on the 23rd April and its shooting is progressing fast under the direction of D. D. Kashyap. The complete cast of the picture shall be announced in our next issue.

Comedy Pictures "Malika Salomi" is being released through the General Talkies Ltd. on the 15th May at some of the key stations of U. P. The picture contains excellent entertainment and is packed with everything that should be in a first class movie.

"Firdaus" with Rajshri Pictures

We are pleased to announce that Messrs. Rajshri Pictures Ltd. have bagged the distribution rights of New Premier Films "Firdaus" for Delhi, U. P. and East Punjab. Directed by Vasant Joglekar and Harindar Ahluwalia the cast of the picture consists of Geeta Bali, Anoop Kumar, Lalita Pawar, Rama, Om Parkash and Randhir.

"Gawaiya" with Hari Har & Sons

Mr. Vishnu Hari Sharma, the chief of Hari Har & Sons, during his recent visit to Bombay has bagged the distribution rights of A. R. G. Productions Ltd's "Gawaiya". The picture is going to turn out one of the mightiest musicals of all times and features Surendra, Vijaylaxmi, Sulochna Chatterjee, Jeevan, Sunder and Sapru in the leading roles. H. P. Sharma directs the picture and the lilting tunes are provided by Ram Ganguly.

The distribution rights of A. R. G. Productions Ltd's next offering titled "Ek Din Ka Sohag" are also controlled by them.

AN EVERGREEN MOVIE THAT WILL LIVE LONG IN YOUR MEMORY !

ASHOK KUMAR PRODUCTIONS LTD.

Present

ASHOK KUMAR & MEENA KUMARI

IN

PARINEETA

Along With

ASHIT BARAN, MANORAMA, BADRI PARSHAD, PROTIMA DEVI, BIKRAM KAPOOR

Direction

BIMAL ROY

Music

AROON KUMAR

RELEASING VERY SHORTLY !

For Delhi & U.P:—

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Chandni Chowk, DELHI.

Nalini Jaywant
in
"SHIKAST"

Guruduti's Unprecedented Colossal Classic

GEETA BALI
GURUDUTT
KULDIP
K.N. SINGH

★

IN

HG FILMS

BAAZ

Produced by...

MISS **HARI DARSHAN**

Directed by...

GURU DUTT

Kissing The Screen Very Shortly At All Key Stations Of Delhi & U. P.

Delhi & U. P.

MUSSOORIE FILMS & FINANCE LTD..

Chandni Chowk, DELHI

Prem Kumar, Calcutta

Q. How long does a boy remain friendly with a girl ?

A. *As long as she is* obliging.

Q. Paris is famous for fashion and Londou for Big Ben. What is Bombay famous for ?

A. *Buffoonish baboons dressed in white.*

Q. If women had no curves ?

A. *Men would not have been lost around them.*

Q. Wl o is more pathetic : a virgin or a widow ?

A. *A virgin widow.*

Mrs. B. Beniwal, Jodhpur

Q. What is self-purification ?

A. *Living under guidance of conscience.*

Q. When does a kiss become a risky affair ?

A. *When the master catches you red handed for impersonating him.*

Q. What is the best season for marriage ?

A. *When sex argues aud subdues reason.*

Q. What is a sin ?

A. *Wilful breaking of the divine law as well as violation of principles of morality.*

V. G. Siwankar, Nagpur

Q. Can I say to Nehru, 'O Lord' ?

A. *That is blasphemy.*

Q. Which film is Santoshi directing these days ?

A. *Anand Chitra's 'Pagal Khana' with Suraiya and Bharat Bhushan playing the leading roles.*

Kuldip and K. N. Singh in H. G. Films "Baaz", directed by Guru Dutt.

Peace Kanwal and Shyama in a scene from "Dil-E-Nadan", produced and directed by A. R. Kardar.

Sukhlal Mohanpal, Rairangpur

Q. Is it true that Madhubala is the student of Mrs. Sushila Rani Patel ?

A. *Sushila Rani worked as her tutor for some time.*

Omeo Kumar, Nowgong

Q. Who is the most handsome actor of the Indian screen ?

A. *Raj Kapoor looks very handsome off the screen.*

Q. Who is more beautiful : Bina Rai or Meena Kumari ?

A. *Bina Rai.*

J. L. Nath, Kath Kunyan (Deoria)

Q. Which is the best acted picture of Indu Paul ? Is she married ? What is her residential address ?

A. *The latest is "Sheesham". She is in bondage to none. She resides at Bandra, Bombay.*

Prem Kr. D. Panjwani, Bombay

Q. What is the real name of Suraiya ?

Q. *Mumtaz.*

Abdul Salam, Dibrugarh

Q. Please let me know the address of playback singer Shamshad Begum ?

A. *C/o Minoo Katrik, Famous Laboratory, Tardeo, Bombay.*

Bagh Singh Chowdhary, Jodhpur

Q. What is an accident ?

A. An unforeseen or unexpected event.

Q. Who is more popular among college girls : Dilip or Raj ?

A. Dilip—Raj has his hold on the opposite sex.

Guru Raja, Ba-Fiji

Q. Has Raj Kapoor kissed Nargis in any picture ?

A. Yes, and that made 'Anhonee' so attractive that censors saw it again.

Q. Is it true that Kuldip loves Ashok Kumar very much ?

A. May be ! Kuldip is a very kind and benevolent girl with such ambitions.

Q. May I know how many children Raj Kapoor has ?

A. His production at studio and home go together. So naturally three.

Subhendu Sekhar, Howrah

Q. Who is a better singer : Hemant Kumar or Talat Mahmud ?

A. Talat Mahmud.

Q. Who is more beautiful : Madhubala or Nalini Jaywant ?

A. Madhubala.

R. L. Bagga, Beawar

Q. What is the most accomplished fact about a lady ?

A. Her womanhood.

Q. Why do girls grow fat after marriage ?

Geeta Bali gives another brilliant performance in H. G. Films "Baaz".

A. Because like domestic cats they run after rats which would fill their belly.

Q. Why don't modern girls like to have children ?

A. Because they are afraid of labour and labour pains.

Q. What do you think of a stolen kiss ?

A. It has fragrance of love but the pungent smell of desire.

Q. When is a kiss sweeter ?

A. When love's labour is lost.

Chand Usmani makes her maiden appearance in Musical Pictures Ltd's "Jeevan Jyoti".

Kundeswar Borah, Tinsukia

Q. Why don't we see T. R. Raj Kumari on the screen these days ?

A. She is working in a couple of Tamil pictures.

D. Bheenick, Port Louis (Mauritius)

Q. Were men born to lie and women to believe them ?

A. The boot is on the other leg.

P. K. Chakraborty, Howrah

Q. Is "Filmcritic" meant for cinema-managers or cine-goers ?

A. Both find it interesting and useful.

Kamlapati Singh, Karisath (Bihar)

Q. Is India's foreign policy foreign to her people ?

Begum Para adds sex-appeal to D. D. Kashyap's "Naya Ghar".

A. Oh no, policy of peace and friendship has always been in the core of their hearts.

M. M. Rizvi, Lucknow

Q. Can "Jhansi Ki Rani" be compared with "Pukar" and "Sikandar" ?

A. Yes and favourably too.

Joginder Singh, Bangran (Pepsu)

Q. Except "Filmcritic", "Filmindia" and "Filmfare" name any other magazine which begins with "Film" ?

A. Filmart, in Urdu.

Q. Is Shammi Kapoor related to Raj Kapoor ?

A. Both are sons of Prithvi Raj.

Shanker Lal 'Kamal', Pali

Q. Please let me know the address of Shammi ? To which community she belongs ?

A. Shammi resides at Godhbunder Road, Bandra, Bombay and belongs to Parsi community.

Bhuminath Bhattacharjya, Nowgong

Q. How is it possible for a star to play double role in a picture ?

A. When talent is valued in terms of money it is not so difficult.

P. N. Barddoli, Shillong

Q. Which is better : Gemini's "Sansar" or A. V. M.'s "Bahar" ?

A. Both are equally good.

A scene from "Gulnar", directed by Harbans.

P. N. Bardoloye, Shillong

Q. Please be good enough to let me know something about Nutan and also her address ?

A. Nutan was born on 6th June 1926 and is the daughter of Shobhana Samrath. Nutan made her screen debut in "Hamari Beti" and rose to stardom in Pancholi's 'Nagina'. She is currently appearing in a couple of pictures and puts up with his mother at Shah Baugh, Peddar Road, Bombay.

WIN A PRIZE

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A reader can ask as many questions as he likes.

In awarding prize the Editor's decision shall be final and absolutely binding.

The name of the prize-winner will be announced in "Filmcritic" every month and the prize money will be remitted by M. O.

This month's prize winner is G. C. Sharma, New Delhi.

P. L. Mahakan, Nairobi

Q. Please let me know the name of the dancer in "Daku Ki Larki" produced by Kedar Bansal ?

A. Her name is Shakila.

Buddha Gogoi, Tinsukia

Q. In Kashmir what attracts the stranger most ?

A. The rosy belle in verdant valley.

Joginder Singh Vir, Patiala

Q. Why are actors and actresses so highly paid ?

A. Because the industry is full of bankrupt fools.

Nandlal Mukherjee, Chapra

Q. Please tell me something about Shakila and M. Rajan ?

A. Shakila, still in her teens, is a slim and fair-complexioned Persian girl. Starting her active career in "Dastan" she caught Sohrab Modi's eye and was given a role in "Jhansi Ki Rani". She is currently playing the female lead against Shammi Kapoor in "Bhagat Singh". M. Rajan, the youngest hero of the screen, made his debut in "Kale Badal" and is now working in "Dhuuan" and "Pehli Jhalak". He is the younger brother of Producer-Director Roshanlal Malhotra.

Edmond Jodun, Kigoma (Tanganyika)

Q. Please explain the word 'luck' as it stands ?

A. Luck is the phenomenon of anything happening to anyone.

Khande Rao Rama, Curepipe (Mauritius)

Q. Are the eyes 'the windows of the soul' as a psychologist puts it ?

A. I can't say because I have neither seen or scented ; nor touched and tasted 'soul'.

SEX & LOVE BOOKS

1.	Art of Kissing Girls with real poses	1	8
2.	Night in Bombay ...	2	6
3.	Modern Methods of Birth Control	6	15
4.	Female Sex Problem ...	1	8
5.	Male Sex Problem ...	1	8
6.	Wedding Night	1	4
7.	Honeymoon Night ...	1	0
8.	Practical Birth Control ...	2	0
9.	Marriage Technique II. illustrated	1	8
10.	Hidden sides of Sexual Science	2	0
11.	Real Secret of Love & Marriage	1	8
12.	Art of Married Love ...	1	8
13.	Stolen Love Letters ...	1	4
14.	How to Love	1	0
15.	'Desire' (translated from French Confession) ...	1	8
16.	Mysteries of Sex Illustrated—most lucid sex book	6	0
17.	Art of Love (a book for married couple) ...	1	8
18.	Sex Problem in a Nutshell—A guide for adults of both sexes	1	8
19.	Study in Sex Abnormalities — Most informative Sex book	1	8
20.	A practical guide to Birth Control by Dr. Eustace Chesser	7	8
21.	How Man tempts Woman i. e. how man gets along the girls	1	8
22.	Physical Side of Lovs—Tells secret methods of pleasure that lie in woman's body	1	8
23.	Confessions of a School Girl	2	0
24.	Human Beast—most sensational book	2	4
25.	The Happy Honeymoon ...	2	0
26.	Sex diseases and their treatment	1	8
27.	To reveal, I am ashamed ...	2	0
28.	Sex Search Light—a fine book	3	12
29.	Male methods of Birth Control by George Ryley Scott	3	6
30.	Controlled Parent-hood by Reynold ...	3	6
31.	Confidential Love Letters with replies—A rare selection of stolen love letters	2	8
32.	No, I am not ashamed. By Sushila	1	8
33.	Modern Sex Life—Latest publication	1	8
34.	Kama Sutra	4	8

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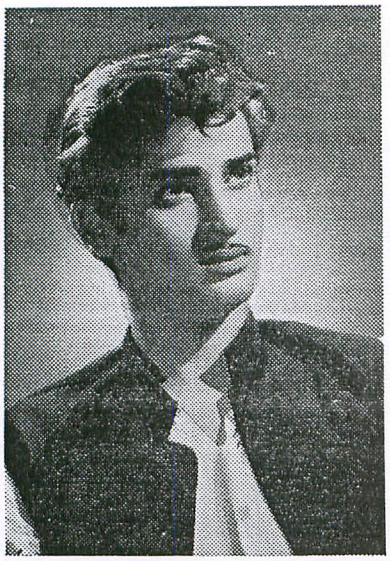

Shammi Kapoor in "Jeevan Jyoti", directed by Mahesh Kaul.

Kanhya Lal, P. O. Samthar

Q. What is common between a beautiful girl and a lovely flower?

A. Both incite a man to pluck th m.

N. C. Bose, Tinsukia

Q. Silence gives consent. Is it true?

A. Not always. Much depends upon the moment, the mood and the man.

Q. What is a heinous offence?

A. Betrayal of conscience.

Q. Who is a better villain: Pran or Hiralal?

A. Today Pran tops all.

Q. Do you support Hindu Code Bill?

A. I have no objection to it.

D. K. Paul Chowdhury, Shillong

Q. Who sings better: Lata or Geeta Roy?

A. Lata.

Q. Is it true that majority of our actresses are Muslim?

A. It is a damn fact.

N. Rajan, Ba-Fiji

Q. Which was Shyam's first and last acted pictures?

A. "Gwandhi" (in Punjabi) and Filmistan's "Shabistan" respectively.

Q. May I know who is looking after Shyam's wife and his children?

A. On the contrary, she is found looking after one or the other film guy.

S. Bhurtun, Quartier Militaire (Mauritius)

Q. What are the symptoms of first love?

A. Minds becomes restless; society seems boring and solitude sings sweet lullabies.

Q. When will Dilip Kumar produce a picture?

A. His brother, Ayub Khan, is producing for him.

Amritlal Boruah, Tinsukia

Q. Which is Motilal's best acted picture?

A. Out of his recent pictures he has acted best in Gemini's "Mr. Sampat".

Q. What are the real names of Prithviraj and Motilal?

A. These are their real names.

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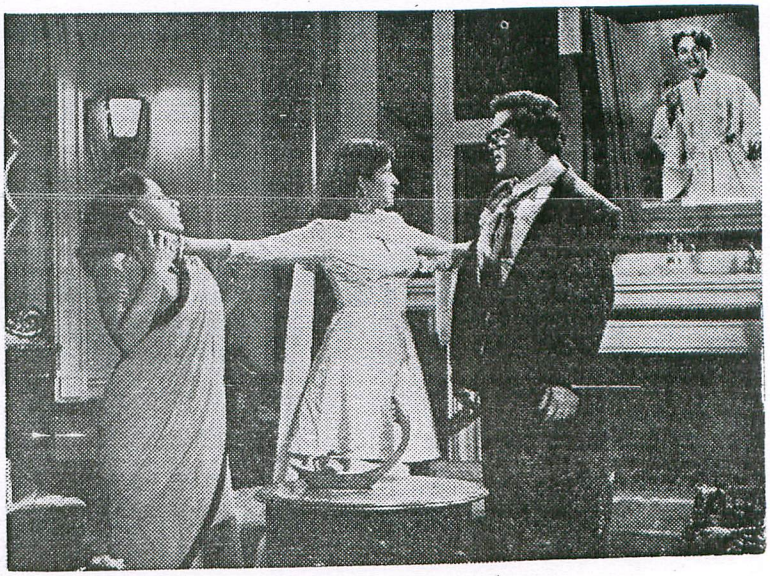

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Motilal in Producer-Director Roop K. Shorey's "Ek Do Teen".

R. Doorgapersand, Port Louis (Mauritius)

Q. Why Mehboob does not cast Surendra in his pictures now-a-days ?

A. You might see him in Mehboob's "Mother India".

Q. Does Dilip Kumar feel angry when he sees his brother, Nasir Khan, imitating his acting ?

A. He feels flattered.

Q. Will there not be revolutions in India after seeing such a revolutionary picture as "Bhagat Singh" ?

A. A foolish thought foolishly conceived in a fools paradise.

Mrs. Visalakshy Ramanathan, Mannargudi

Q. Say something nice about Surendra ?

A. A veteran singing star who is one amongst few educated and cultured Indian actors.

Q. Say a good reason against film songs ?

A. They don't appeal to Keskarji.

Q. What do you admire in Baburao Patel ? Be honest please ?

A. His bully-ragging.

Q. What do they do at Rajghat ?

A. Pose for the press camera.

Q. What is the best thing to be seen in New Delhi ?

A. The randezvous of the white cap and the gorgeous saree where wine sparkles with fragrance.

Kumar Atul Borthakar, Cinnamara

Q. Who is Chandulal Shah ?

A. The chief of Ranjit Movietone and President of the Indian Motion Pictures Producers Association.

Q. Who sang the song *"Ae mere dil kahin aur chal"* ?

A. Talat for Dilip Kumar and Lata for Nimmi.

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G. C. Sharma, New Delhi

Q. Why do people show readiness to marry a virgin than a widow ?

A. A push bike is always better than a prambulator for a journey—and the journey of life is very long.

Q. What if an unmarried girl is involved in a sex scandal ?

A. She immediately sets to dissolve *the scandal.*

Q. What is second marriage for a young widow ?

A. A travel without ticket and accident.

Q. Should a sweet kiss precede a sweet dish ?

A. Yes. It is a good appetiser.

Q. How far is smoking a good habit for film actresses ?

A. As far as they do not throw the live ends on men around them.

V. Lakshmi Narayana, Howrah

Q. Why is Suraiya seen less on the screen these days ?

A. Almost all her recent pictures including "Resham", "Lal Kunwar" and "Mashuqa" failed at the box-office and producers now don't take the risk to cast her in their pictures.

Harendra Nath Bhatta, Digboi

Q. If I get a sister like Nimmi, then I can do every impossible done in this world ?

A. Don't be a victim of 'if', it would lead you nowhere.

K. N. Singh and Prithviraj's father in a scene from Mohla Films "Ehsan".

M. A. Taher, Digboi

Q. Which is the next picture of Mehboob after "Aan" ?

A. 'Amar' featuring Dilip Kumar, Nimmi, Husn Banu and Jayant.

Q. When is Ramesh Saigal's "Shikwa" going to be released ?

A. The shooting of the picture is held up due to financial difficulties. Hence one can't be sure of its release date.

Kundeswar Borah, Tinsukia

Q. What is a drama ?

A. A story of human life and action represented by actors immitating the language and dress in called 'Drama'.

M. Ramaswamy, Camp-Diable (Mauritius)

Q. Who acts better : Nasir Khan or Devanand ?

A. Devanand.

Q. Who plays the male lead in "Samandar" ?

A. The name of the picture has been changed to "Baadbaan" and Devanand plays the hero.

Q. Why is Madhubala not starring against Dilip Kumar in other ventures after "Sangdil" ?

A. They are appearing together in "Moghul-E-Azam".

Q. What happens when you and Baburao Patel meet one another ?

A. Till today we have successfully avoided each other.

Q. To which religion does Vijayanthimala belong ?

A. She is a Brahmin from South India.

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J. L. Pandey, Jubbulpur

Q. What is life without wife ?

A. It is the state of LW— (leg before wicket).

Abdul Salam, Dibrugarh

Q. What is love to a blind man ?

A. Radiance within himself.

Q. Which was the most outstanding picture of 1952 ?

A. Debaki Bose's "Ratnadeep" from the realistic and Mehboob's "Aan" from the box-office point of view.

D. S. Johar, Beawar

Q. What about Raj Kapoor's "420" ?

A. "Shri 420" has not yet mounted the sets.

Q. Love is light or heavy ?

A. Light in feeling and heavy in bearing.

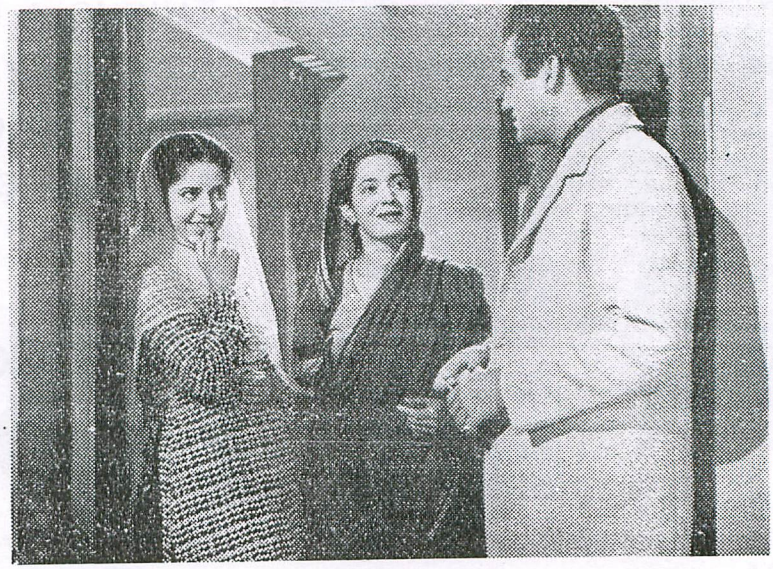
Miss Bhawoshi, Mamarani (Assam)

Q. Are you related to music director O. P. Nayyar ?

A. He calls me uncle and regards me as his elder.

Q. Is it true that Meena Kapoor knows Assamese language ?

A. Her mother is Assamese and Meena Kumari may be using her mother's tongue.



Geeta Bali, Leela Chitnis and Shekhar in a scene from Producer-Director D. D. Kashyap's "Naya Ghar".

Ataur Rahman, Shillong

Q. Why Nargis's feelings and emotions are much effective with Raj than any other hero ?

A. There seems to be a mutual understanding between the emotions of the two.

Q. Why Dilip and Suraiya don't appear togetner in any picture ?

A. A wall of misunderstanding is standing between the two.

I. A. Khan, Jhansi

Q. What is the secret of so many 'flops' ?

A. The unrealistic story, poor direction and above all intelligent cinegoers.

Q. "All that glitters is not gold". How far is this true of Madhubala ?

A. Truer still of Madhubala is that she is a hen which lays golden eggs.

T. Chakravarty, Digboi

Q. Do blind people dream ?

A. They dream of their reveries which translate the realities of life around them.

Kamal Narain, Jullundur

Q. Are black-marketers necessary in the present day society ?

A. Yes. To supplement the inadequate supplies of rationed food and cloth.

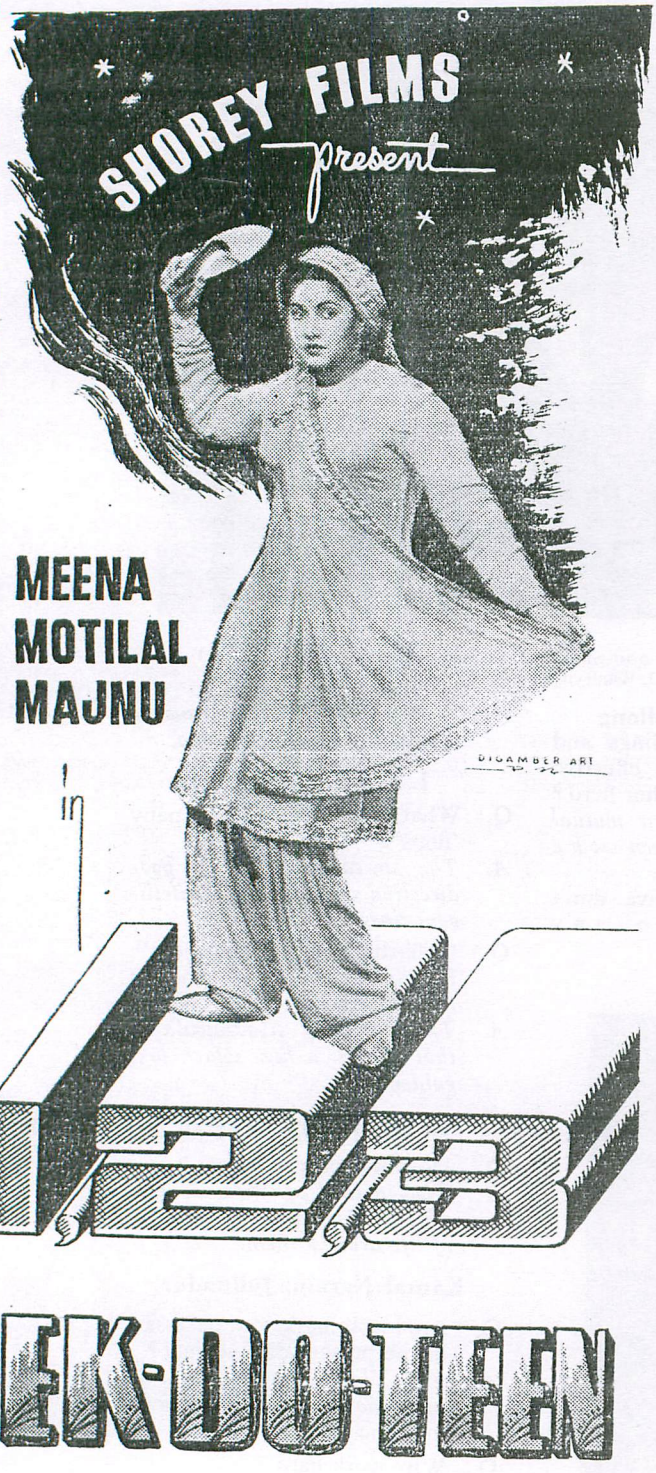
Q. Why work hard ?

A. To die early.

Q. Where has a new actress to struggle ?

A. Before the camera and in the producer's arms.

Chitra, a new-find, gives a good account of herself in Producer-Director Rajindra Jain's "Maan".



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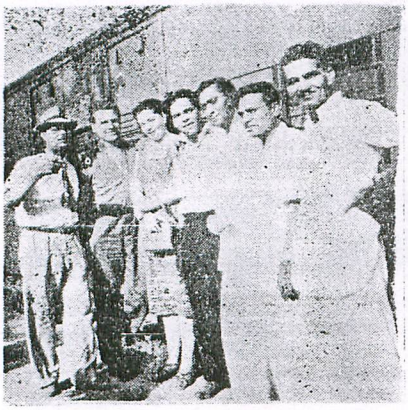
WANDERING MEANDERINGS!

By : **Janki Dass, M. A.—Cine Wanderer**

IT was the far-sighted suggestion of our Editor Shree V. N. Nayyar rather than my own initiative that I made up my mind to devote myself solely to acting if it were leading roles and of course to my columns, "Wandering and Meanderings".

They say, 'A man proposes and God disposes". Up came the red Hillman of Shree Kishore Sahu at my Hill Top and Mr. Chopra, the brother-in-law of Shree Kishore Sahu and Production-In-Charge of Sahu Films Ltd. informed me that I had been selected to play one of the leading characters in Shree Kishore Sahu's three-colour-three - language venture, "Mayurpankh". I met Shree Sahu the same day, signed the contract, took the inevitable advance and was asked to prepare myself for at least one month "All over India' outdoor shooting. This was an opportunity that presented itself to give vent to my "Wandering and Meanderings."

Our first destination was Delhi. No sooner did Shree Kishore Sahu along with the famous French Cameraman Mr. Andre Thomas,

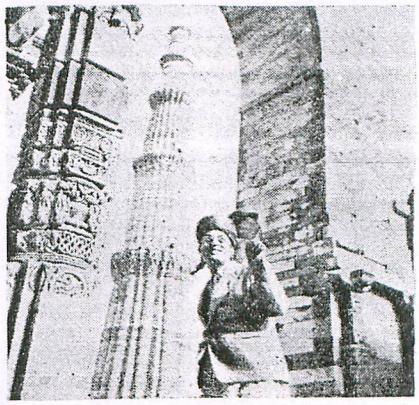


Our Cine-Wanderer, on the extreme left, taking the unit of Kishore Sahu, at the Delhi Station, for the shooting of "Mayurpankh".

Asha Mathur and Miss Ferguson, the French heroine enter the premises of the Qutab Minar despite complete black-out of all publicity, a huge crowd welcomed us and soon Asha Mathur and Kishore Sahu were surrounded by autograph hunters. One of the fellows revealed to me that certain cine fans had seen Kishore Sahu at the Ambassador and had squeezed out all further information. The die was cast. Soon the news that

Kishore Sahu with his unit at Ambassador Hotel, New Delhi.

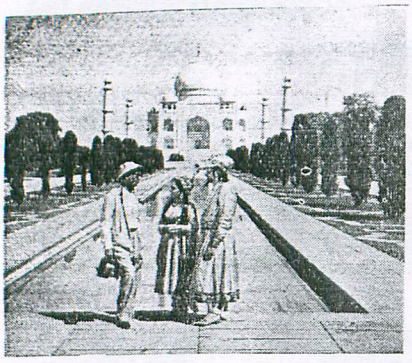
Sahu's Gevacolor unit would be visiting Agra, Fatehpur Sikri, Jaipur and the surrounding 'wonders' of India, spread like wild fire. As and when we reached the Taj Mahal the next day, a crowd of at least three thousand had been waiting for us at the Gates of the Taj Mahal. All this meant the unnecessary delay in shooting, which many a time had to be abandoned in spite of the best Police and Military help. I was told that as far back as early thirties when "Pukar" was being shot at the Fort of Fatehpur Sikri, the enthusiastic crowd jammed the Gates and queerly demanded that Naseem should shake hands with everyone of the crowd and only



Janki Dass, our Cine-Wanderer in full make-up, showing the Qutab Minar and other relics in "Mayurpankh".

then they would let her pass through the Gates. Sohrab Modi had to abandon the shooting on that day.

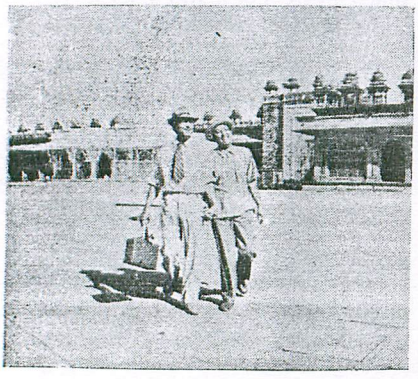
This reminded me of Elstree and Denham Studios in England, which I happened to visit in August 1946. In spite of the fact that the cine going public in England and Europe is much more in number and are greater star-worshippers than they are in India, the crowd is so well disciplined that I heard not a single loose talk —no abusive word—no throwing of gutter at the stars—no shouting of vulgar slogans—no misrepresentation, force or fraud—as they do it in India. Mr. Andre Thomas who has to his credit more than one hundred pictures, photographed by him at Europe and also at Denham and Elstree Studios, never for a moment felt at home at the adamant attitude of the public, who, to my investigation, in hopelessly ignorant of the film technique, whether it is sound, photography or light. The questions that even the press correspondents would ask us, easily revealed their utter ignorance of the film technique. As long as this ignorance prevails,



Kishore Sahu along with Mumtaz Mahal and Shah Jehan at the Taj Mahal, Agra.

outdoor shooting will always be hampered. But there is a difference between public and public, which means that the Agra public uses abusive language and shouts vulgar slogans; that the Delhi public throws gutter-pieces even on the people who surround the stars and that the Jaipur public gate-crashes and tries to stand shoulder to shoulder with the stars in order to get themselves photoghaphed with the celebrities. The latter may be due to the influence of the Maharajas of the State who have always been fond of posing photographs with the dead lions shot by somebody else. It is known as "Maharaja influence" because the present Maharaja of Jaipur is a sportsman of international fame and has been photographed hundred and thousand of times. The public cherishes to do what their ruler does.

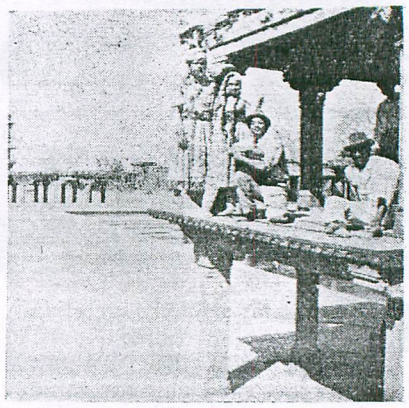
It is not out of place to mention here that Shree Kishore Sahu has the greatest following as a film producer of clean pictures, though he is equally famous in both acting and direction. It was no wonder that certain people, both among ladies, gents and educated ones, actually touched Shree Kishore Sahu and felt elated at the touch. I had experienced this mode of 'appreciation' on the day of my cycle race with Shree Ashok Kumar, who was heavily mobbed after the race and I saw people touching him and then kissing their hands. This type of fanatic 'idol-worshipping' is entirely foreign in other countries. I remember having given numberless autographs to cycling fans in Australia after my win in ½ mile cycle race at Sydney in January, '38 when my popularity as a cyclist of unorthodox style was at its height. I think I had a greater following at that time than any film star in India today or ever had; but the crowd there had been well disciplined, mannerly and highly sociable. It was a delight to talk to them and to hear them. Should I satisfy myself by concluding that just as Indian film producers are at least fifty years behind those of international film makers, similarly Indian public will adapt itself to the required manners in an equally number of years.



Our Cine-Wanderer along with another comedy-character, after their prayers at the 'Chisti Baba' Tomb (in the background) at Fatehpur Sikri.

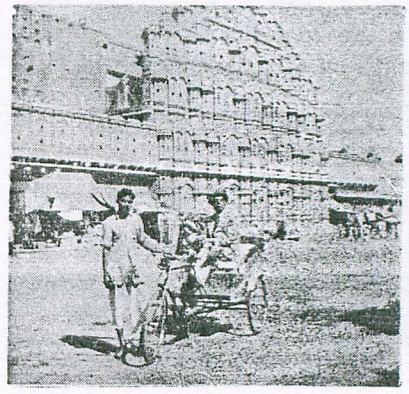
Kishore Sahu with Mumtaz Mahal and Shah Jehan at Fatehpur Sikri Fort.

During this entire trip of about a month what delightfully surprised me, was the popularity that the "Filmcritic" had been enjoying in the various cities, towns and even villages. It is considered as the only fearless film journal in India and our Editor V. N. Nayyar has earned a vast reputation as a journalist above prejudice and malice. This opinion was equally shared by one and all, whether students or non-students, in Delhi, Benaras, Mathura, Sikandrabad, Agra, Fatehpur Sikri, Najibabad, Jaipur and various other cities and States, wherever our stayed unit for shooting purposes.



Our Cine-Wanderer at Sikandrabad, along with Mumtaz Mahal (Asha Mathur) and Shah Jehan.

Another particular thing I noted was that each city claimed a certain star as its favourite. Delhi public hails Suraiya and Ashok Kumar as their favourites; Agra considers Geeta Bali and none else. Agra people told me that Geeta Bali was the only person who knew acting. Jaipur claims Madhubala and Dilip Kumar while in Benaras and Mathura it is Nargis and next comes Raj Kapoor, both of whom have captured their imagination.



Our Cine-Wanderer travelled by Rikshaw at Jaipur.

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(Little Known Facts About Movie Idols)

By : **"Beaver"**

Sadder—And Wiser !

The renowned musician, Pandit Onkarnath Thakur, once nearly became a film hero. In 1940 he was invited by a Calcutta producer called Rameshwar Sharma to play the title role in his film "Bhakta Kabir". Panditji went to Calcutta, but found that the company had no finance. A leading lady had been engaged, too, but she was also on tenterhooks waiting for some money to descend to the impecunious producer.

Taking pity on the producer and the heroine, Pandit Onkarnath himself arranged the first instalment of a financial deal but was astonished to discover, later, that the money had been used in other channels. At last, giving up hope, he returned to Bombay—a sadder but a wiser man, his hopes of filmic laurels shelved for ever !

Later on, of course, the film *was* made, with Bharat Bhushan playing the role of Kabir. And, what's more, it was a great.

* * *

Blandishments !

While shooting outdoors at Ooty about a year ago for a film made in the South, the hero Anoop Kumar, younger brother of well known actor Ashok Kumar, had the distasteful experience of being made love to by the woman producer of the film. Anoop is a handsome young man but, being happily married, he was unable to respond. Eventually, as a last incentive, the good lady offered to arrange sufficient finance for her beau to produce a film on his own, thereby placing him above the vicissitudes of a film actor's life. She was puzzled beyond words when Anoop, a shy man impervious to feminine blandishments, declined the offer, saying : "I'm sorry but I cannot venture into film production. You see, I am married ! "

* * *

Anjali Devi will be seen after quite a long time in Chandrakala Pictures "Sukh Ramba".

Touch My Nose !

Mumtaz Ali, not long ago the best known dancer in Indian films, whose daughter is shortly to marry song writer Hasrat Jaipuri, is victim of a curious superstition. It is that if someone touches his nose, he must touch back the toucher's nose in order to ward off the evil spirits lot loose in the process !

Recently character actor Ram Singh, who knew this weakness went into a studio where Mumtaz Ali was working. Quickly touching Mumtaz's nose he fled without and sped away in his car.

Mumtaz refused to work further on the set. The harrassed producer then drove him to Ramsingh's house where Mumtaz Ali touched Ramsingh's nose, thereby completing the circuit, as it were.

Then, and not until then, he returned to work !

* * *

Duped—By Con Men !

A young man, now considered to be one of the cleverest players of *sarod* and a music director of note, was once such a simpleton that he twice fell a victim to elementary confidence tricks practised by wayside villains. His name is Ustad Ali Akbar Khan, son of the well known court musician of Maihar state, Prof. Alauddin Khan.

At the age of 18 Ali Akbar used a rope ladder to escape from his house in order to rid himself of the gruelling 16-hour-a-day musical training at the hands of his father. Among his possessions were the clothes he wore, a finger ring, a wrist watch and a sum of rupees two. He walked along the railway track to an undecided destination. In the way he came upon a group of bad characters playing what he thought was an innocent game of cards. They persuaded him to stake his money on the turn of a card and he lost the two rupees he had. Then they chided him about his "terrific bad luck" until he had also staked —and lost—his ring and watch. Denuded and hungry and penniless, he boarded a train bound for he knew not where and was promptly thrown out by a T.T.E. for travelling without a ticket. He boarded another, was detected again and found himself detrained at Khandwa. There he met a rich old man who took him to his house and was pleasantly surprised to learn that his protege played beautifully on the sarod. Every evening Ali Akbar played to a select group at his host's house until his fame spread. Not until quite a time had passed thus and he had made a name for himself did he come down to Bombay to

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Fine Art's

Char Chand

Starring :

★ SHYAMA ★

(In A Dual Role)

★ SURESH ★ MAJNU ★ BHAGWAN

Direction : A. KARIM

Music : NASHAD

('Dada' & 'Nagma'-fame)

Releasing In May !

A MOST POWERFUL DRAMA

FULL OF

- SENTIMENTS
- SUSPENSE
- ENTERTAINMENT

Film Craft's

HAR JEET

Starring :

★ SHYAMA ★ SURESH ★ SUNDER ★ HIRALAL

★ SHAMMI ★

Direction Jaggi Rampal

Producer G. A. Thakur

Music S. D. Batish

Releasing In May !

For EAST PUNJAB :—

KHANNA FILM EXCHANGE

Railway Road, JULLUNDUR

(as we know) enrich the world of films with his musical genius.

* * *

No Pyjamas !

Only the associates of his early youth know that Ashok Kumar used at one time to wear pyjamas as his formal dress. But he never used a cummerbund. What he did was to gather the extra circumference of his pyjamas into a tight knot at the waist. It served him all right and it was his boast that despite this somewhat lackadaisical arrangement no one could tug his pyjamas open.

In a tennis match at the Robertson College, Jubbulpore, however, where Ashok was competing for a coveted title wearing these same pyjamas, he had won the first set and was leading 5-1 in the second when, just as he was poised to serve one of his deadly balls to the opponent, his pyjama knot came loose and the garment slipped down his legs, leaving him exposed to the gaze of the huge audience.

From that point on it became impossible for Ashok to concentrate on the game, the set and finally the match to his opponent !

* * *

Dark Horse !

Sachin Dev Barman, the well known music director, once held his voice in such horrified contempt that nothing could induce him to sing to the smallest audience. And yet, at a music conference in Allahabad in the year 1935, in which some of India's topmost classical singers participated, Sachin Dev amazed a packed house by singing a *thumri* (the only thing he then knew) so beautifully that consensus of opinion declared him to be the best singer ! Later, of course, as everyone knows, he sang a great deal for a gramophone company and made several hit records before obtaining his first directorial assignment in a Calcutta studio.

* * * —

Shortsighted !

Producer S. Mukerji of Filmistan Ltd. must often have cause to rebuke himself for his lack of foresight. Four or five years ago, a young man went to him and pleaded to be taken on the permanent payroll of the Studio as an artiste. Mukerjee looked at him distastefully and said nothing doing. When the young man offered to sign up on Rs. 150 per month for ten years, he laughed derisively and motioned the visitor out of his sanctum.

Later the young man became a famous comedian, demanding—and obtaining—as much as Rs. 50,000 for a film.

His name, if you haven't guessed it, is Om Prakash !

3 BOX-OFFICE ATTRACTIONS!

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Vijay Yatra

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● DEBI MUKERJI &
Thousand Others

Direction:

NIREN LAHIRI

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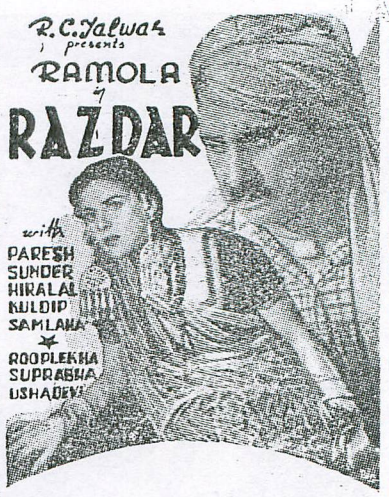
MUSIC-DANCE
EXTRAVAGANZA



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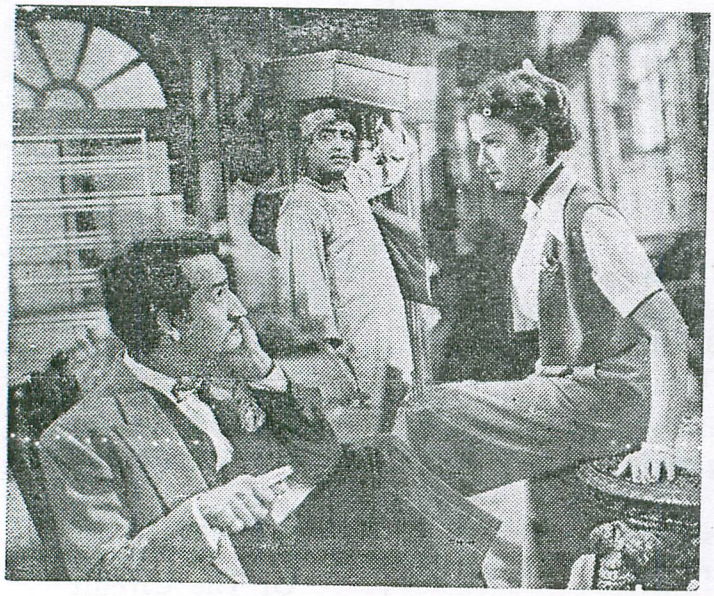

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Dirrction

KIRAN KUMAR

Music

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CAPTIONS AND RETORTS

By : **OUTSPOKEN**

"One of my great desires in life is to become a bride one da.". — **Nargis**

You are voicing the desire of millions of your fans who want you to present another big artiste to the film industry so that your name may be remembered for ever. Hurry up. Their best wishes are with you.

"I don't want to feel old". — **Nalini Jaywant**

A real good cause for prayers for your admirers.

"My great ambition is to portray the role of a bad girl with an inherent streak of goodness in me". —**Vijaylakshmi**

Why not the reverse way? You could live a befitting role so naturally.

"I dislike wearing a *Salwar-Kameez*. The *gharara*, on the other hand, is extremely graceful". —**Kamini Kaushal**

I agree with you. *Salwar* is rather a troublesome affair whereas *gharara* offers more facilities.

"An artiste is at the mercy of the director". —**Roopmala**

It's so before signing. But after that the noose is round the director's neck.

"My work engrosses me so much now-a-days, that I have little time for anything else". —**Dilip Kumar**

'Blessed is he who has got his work, let him not ask for other blessedness'.

"The poor quality of many films and their failure have created a lack of confidence among financiers and investors". —**Chandulal Shah**

In addition to making this statement what solid steps did you take to restore their confidence in the capacity of the President of the Imppa?

"A good picture is the result of proper team-work". —**Bina Rai**

Yes! A speedy production requires proper teaming.

"Making films is like fighting a holy crusade". —**Raj Kapoor**

You are a gem. Say anything. It's good because your deeds prove your words.

"I have always wanted to play roles that would not only entertain but also inspire and educate". —**Jairaj**

All producers will not fulfil your *want* because their personal *wants* are half-educated, insipid and uncultured.

"I am more mature and more confident of my ability now than when I was in my teens". —**Mridula**

Experience and social mix-up not only infuse confidence but inject so much more in girls to be capable of doing many great things.

"My wife is a great inspiration to me. She writes lyrics and I compose the tunes". —**Music director O. P. Nayyar**

Divide your income in four parts. Give her 25% for inspiration; 25% for lyrics and 25% for perspiration and the remaining 25% you can mutually spend on your needs.

"Maturity can be attained only by hard work and tenacious study". —**Roopmala**

Though you *are* a pains-taking girl with rich experience of hardships the matters of maturity was a personal affair of your convenience and circumstances.

Arti sets before herself the task of mastering Hindi.

She shall have to practice lot of hand writing.

Raiindra Singh Bedi plans to produce "Garm Coat".

What is the next—"Sard Kachha"?

Life time of entertainment in "Jhamela".

At the cost of creditors alone.

Narang plans to make a film in colour.

Give me a better joke. This one is silly.

Bina Rai cast in the role of a victim of hysteria in "Shagufa".

Premnath's nick-name is not hysteria.

Nirupa Roy doesn't use make-up off the screeen.

Kamal Roy, her husband, makes good this loss of Max factor.

M. S. Ahluwalia to construct a studio in Delhi.

Film guys! Here's good opportunity for prohibition haters —Contact Mr. Ahluwalia for advance booking.

J. G. Mohla to start his second production soon.

So that he can land in jail with the third one.

Jaimimi Diwan becomes the President of Imppa.

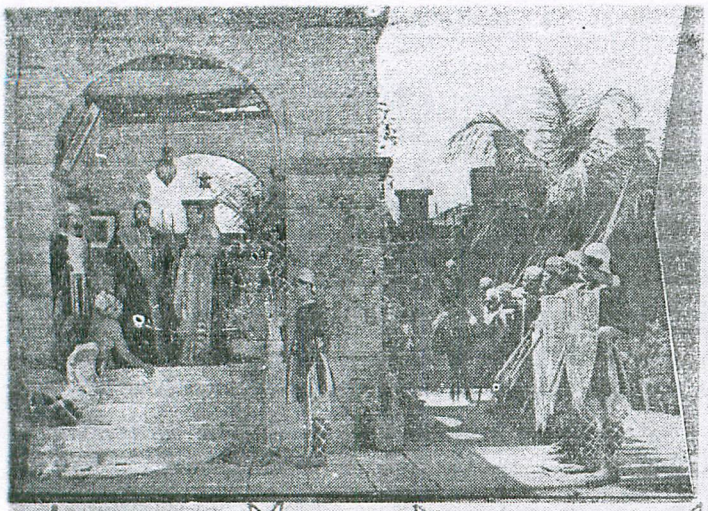
Let me hope he has dropped the VICE that was of late sticking to him like a leech.

"TEEN BATTI CHAR RASTA"
A Picture With A Purpose

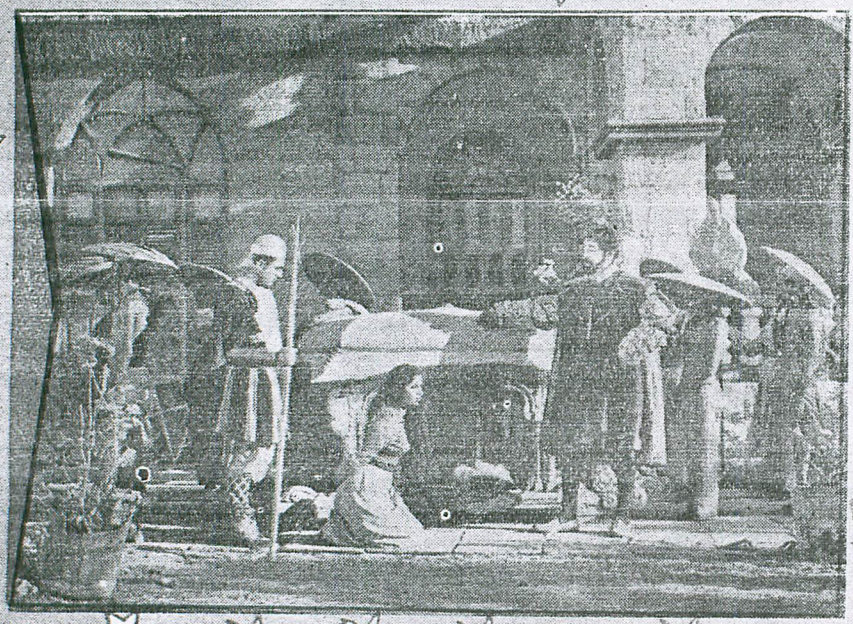
What will you do if you have a daughter or a sister of a marriagable age? Especially, what will you do if she is not very beautiful? V. Shantaram's latest creation "Teen Batti Char Rasta", already acclaimed by press and public in Bombay, poses this problem and gives a satisfactory answer. Incidentally "Teen Batti Char Rasta" is the most cosmopolitation picture ever produced in this country.

Shantaram has engaged galaxy of stars for this picture—infact the greatest star-cast he has ever assembled in one picture. This includes Karan Dewan, Sandhya, Shashikala, Sheela Ramani, Meenaxi, Simriti Biswas, Lalita Kumari, Meera and Dewan Sharar. The musical score is pleasingly popular.

"Teen Batti Char Rasta" is breaking records at Liberty, Bombay. It will be released soon throughout the Northern circuit by Silver Screen Distributors.



A scene from "BAAZ".



A tense moment from "BAAZ".

Guru Dutt and K. N. Singh in "BAAZ".

★

Those filmgoers who love to see exciting action will find the fighting scenes in H. G. Films "BAAZ" very interesting. Geeta Bali handles the rapier in a skilled manner as the captain of the pirate vessel. Guru Dutt plays the hero, Prince Ravi, who, succumbs to Geeta's charms. In the supporting cast are Kuldip, K. N. Singh, Yashodhra Katju and Ram Singh.

★

Guru Dutt who has to his credit two box-office hits "Baazi" and "Jaal" now turns a star in H. G. Films "Baaz". Looking a prince every inch he plays the male lead against vivacious Geeta Bali. The picutre is directed by Guru Dutt himself and he is confident to make it an extremely engrossing extravaganza. Miss Hari Darshan is the producer of the picture.

Guru Dutt looks every inch a prince in "BAAZ"

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Dialogues: Rajindra Singh Bedi

Direction D. D. KASHYAP

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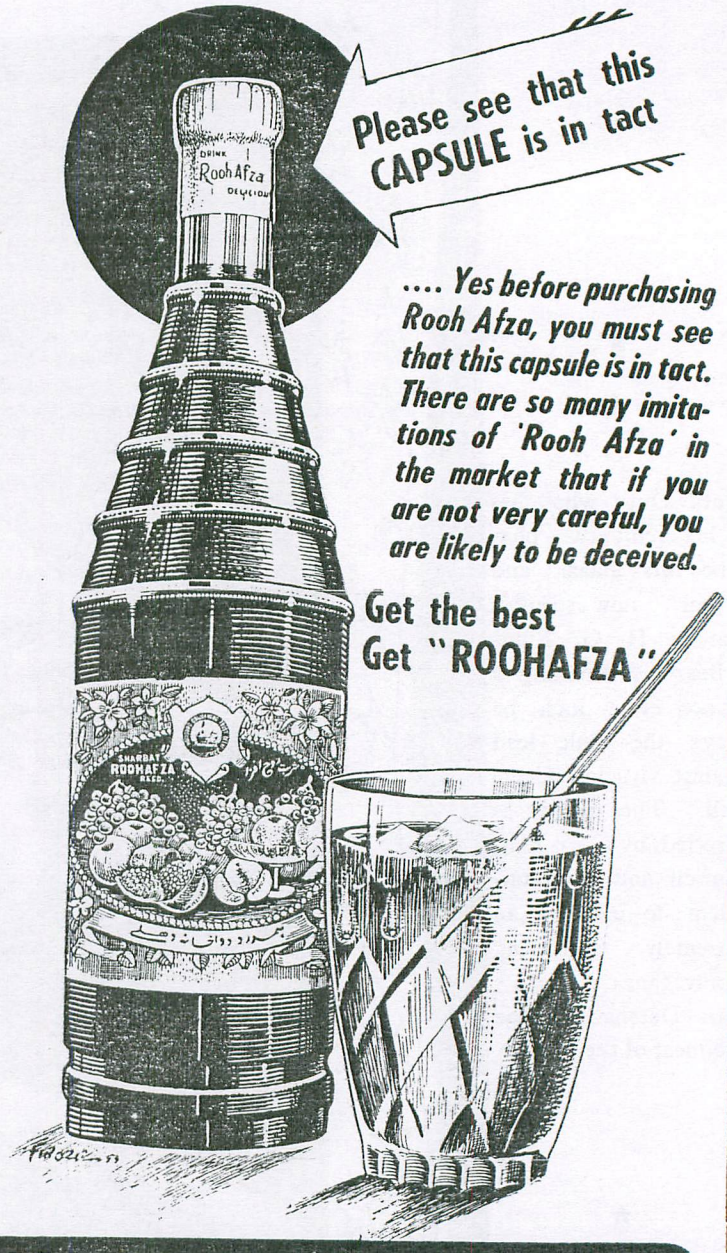
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A GOOD MOVIE

By : **Bir Khanna**

TO an artistically minded person a *good* Movie means high quality in technical, dramatic and artistic treatment of the objects. To a socially minded *'good'* means ethically right; to an exhibitor only a box-office hit is a *good* picture. But for masses a *good* film is that which is life's truth—their own as well as that of others. There are cine-goers who see pictures only to be taken out of themselves, because they don't want to face reality on the screen. To sum up, a really *good* motion picture is that which measures up to all these standards.

"The movies are sleeping giants of the art", said Howard Barnes. More than two hundred and sixty trades and crafts work at movie making. It is, therefore, the cooperation and skilful work of producer, director, stars, cameraman and the whole range of talent and technique which make you say, "*It's a good movie*".

A producer—not an associate but an independent one, has a great deal to do in satisfying his audience. He is the man who sets the entire pattern. He selects the story material and keeps in close touch with all the departments of work. If he is in a position to secure the services of an expert director, good-set and costume designers, experienced and technical hands to work on his picture, the achievement will definitely be a fine one.

A director has more to do to make the picture what it will be like, when he is entrusted with the job. "Direction is not a static art. The more you study, the more you observe and the more intense your understanding of the problem pertaining to transfering thoughts to the celluloid, the better you understand the tremendous field of art, that is, the motion picture". This is what Sam Wood said about direction. A director with queer skill and odder personality, with the help of talented co-workers can create a picture, full of life.

The film has the advantage of cutting across linguistic and other barriers such as literacy and age. It is the expression of good actors and actresses on the film which speaks universal language — a language which is understood by the whole of humanity. "Fitting the actors to the characters is fifty per cent of the battle in creating a good motion picture. If they are not twin personalities, the story loses conviction", said Frank Capra.

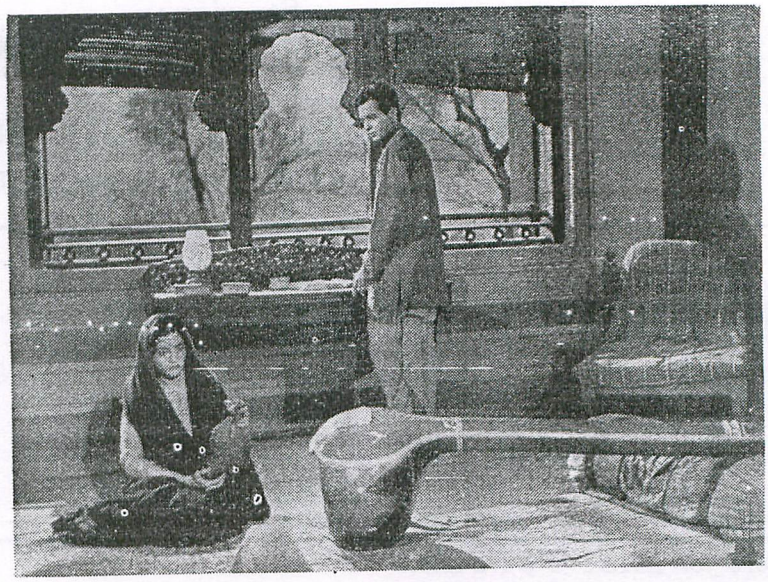
That's not all for making a good movie; other factors are also to be considered. To create a healthy atmosphere in a film, the set and costume design too, contribute a lot. For the set design simplicity is required for making the audience grasp the whole scene and its significance at a glance.

Photography to-day, is no longer mere reproduction of the scene before the camera. The cinematographer must make the audience see and feel the things the director wants them to see and feel. Along with camera technique, good lighting effects polish the picture.

For a common man it may be difficult to judge the importance of cutting and editing. The separate bits of films are just meaningless unless and until they are blended together into rhythmic continuity in the finished picture. The contribution of editing and cutting in making a worth-the-while film cannot be underestimated.

Music is most popular form of light entertainment and it goes straight into the heart. An average person is likely to be unaware of the music-score, though it adds much to his emotional enjoyment of the drama, but a lover of music is conscious of its power. To build suspense, to heighten the mood of an important scene or to add a lilt to a comedy-hit good music is necessary.

Thus, a layman knows that film production is a complicated process involving a great deal of time, money and energy. But to



Dilip Kumar and Nalini Jaywant in a scene from "Shikast", a social melodrama produced and directed by Ramesh Saigal.

BIGGEST BOX-OFFICE ATTRACTIONS

RANJIT'S

BAHADUR

Starring :

● SHYAMA ● SURESH ● ANWAR HUSSAIN
● ROOPMALA ● SHAMMI ●

Doing Very Good Business At
Amrit—AMRITSAR Minerva—LUDHIANA
Nishat—AMBALA Memorial—FEROZEPUR
New Uttam—JAMMU..

A FIRST-CLASS STUNT THRILLER

SHAMSHEER BAAZ

Starring :

● NADIA ● JOHN CAVAS

Direction

HOMI WADIA

Pladium—SRINAGAR 1st Week Gross : Rs. 3800/-
New Uttam—JAMMU 5 days Gross : Rs. 2614/-
Releasing From 1st May At
AMRIT—AMRITSAR.

RANJIT'S

FOOT PATH

Starring :
● DILIP KUMAR ● MEENA KUMARI
Direction
ZIA SARHADY
Releasing In MAY

KISHORE SAHU'S
COLOSSAL COLOR PRESENTATION

MAYURPANKH

COLOURFUL AS THE FEATHERS OF A PEACOCK

Starring :
★ KISHORE SAHU ★ SUMITRA ★ FANNY FERGUSON

Releasing On 13th July

ALL OVER THE CIRCUIT

Ranjit's

DHOBI DOCTOR

Starring :
● Usha Kiran ● Kishore Kumar
Direction : PHANI MAZUMDAR
Releasing In JUNE

Ranjit's

SHEHZADI

Starring :
MEENA KUMARI
Direction
PRAHLAD DUTT

— ALSO —

RANJIT'S PROD. No. 128
and
ZIA SARHADY'S
Next
After "FOOT PATH"

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JULLUNDUR

make a screen-classic and to satisfy audience, it is the duty of all the movie-Gods to contribute their sincere, honest and earnest services.

Quantitatively India is the second largest producer of films ; but as far as quality is concerned they are inferior. It is because the Indian screen has seen enough of "Boy-meets-a-girl" stories and the audience are bored with the love-pattern. Though technically Indian films have improved a good deal as compared to its cradle day's production, yet there are many which do not portray "Mr. Average Man" and this shows that there is dirth of first rate screen-play-writers. The producers are crazily after fortune and are dragging the industry into "Arabian Nights" stage, whereas other countries have surpassed it. Everybody in this industry has made fame and fortune and not *art* a passion and life. Moreover there is not a long and careful planning and the fullest use is not made through this cheap and powerful medium for the furtherance of education.

Being aware of the hum-drum days of depression in the industry, a Producer-Director of the movie colony said that the remedy or initiative lie with the government to improve the present position. He further added that they can also produce good work and have desire to do things better, but nothing is possible without official support.

Government-aids injection, no doubt, would quicken the pulse of film industry and lower its fever, but to improve the quality of films, inspiration should be diffused in all the craftsmen, because every hard and new movement needs a leader who should not only be perfect in his own job but can inspire others for greater efforts. Therefore men with immense wealth of knowledge be invited and encourged for making good films.

For making a successful movie, knowledge of man-kind is essential. But the Indian pictures do not illuminate a believeable slice of Indian life in a convincing and entertaining manner. Therefore, the pattern of screen-stories must be changed. A film university should be set up for the specialized study and training in different arts such as direction, music, camera work, film editing, sound editing, lighting and special effects, acting etc. etc.

In the opinion of Mr. Robert Flaherty "The future of the film could be so much greater if the men who are at the head of great affairs could realize what a powerful medium the motion picture is ; what length it can go in revelation the strength of the emotional impact it has ; and what a force a a great dramatic film with access to the theatres can be.

'So far the films that circulate in the theatres are almost entirely in the hands of a few men whose first interest in them is to make money. They call the film, "Product". They are not very often interested in any of the constructive purposes of motion picture, yet their audience numbers millions and millions—infact about half the population of the world. Surely something greater can come out of such a wonderful medium, the one form of expression which every soul in the world can understand."

Therefore, it is the moral duty of the heads of film industry to produce "Good Motion Pictures" to serve humanity. Or, to sum up, the movies must be made for the people, with the people and by the people.

BENGAL'S MOST POWERFUL MAN'S MIRACLE

MAGIC RING

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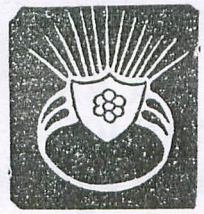
The ring is invented on the auspicious occasion of Solar Eclipse by most powerful saint of Bengal and is effected by charms. It possesses sun like powers. You need not feel desperate. By wearing this ring poverty will leave you for ever. Goddess Lakshmi will shower her choicest blessing. You will have full control on any person of your choice, she will immediately come to you however stone-hearted she may be. Name any person and he or she would come to your feet, crossing oceans and seas. You will get married to the person of your own choice. Will get rid of dangerous diseases like piles and fistula. Will have spiritual communion with the dead, will see the underground wealth in dreams. It will bring success in litigation, business, crosswords, races, lotteries, will acquire employment, evil stars and ill luck will leave you for ever, All difficulties however uncontrollable, will miraculously overcome. In short, you would become prosperous and fortunate.



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Hear to these few : (1) Mohni Bai, Advocate, Marine Lines, Bombay, letter of 4-1-52. I got married to the man of my own choice by wearing your ring, won Rs. 1,500 in races and one of my private wills was fulfilled, despatch 6 rings golden immediately. (2) Abhai Singh Tanbua, Fizi Is. letter of January 52. I married my choiced girl and my business has much improved. Please despatch 4 rings special powerful earliest. (3) Har Govind B.A., B.Com.. Daulatgang, Lashkar, letter of March 52, only by wearing your ring secured II prize in Dharamyug Puzzle. Despatch immediately 12 rings special powerful and ? Golden. (4) Mr. M. N. Hilson, 8237, Grant Road, England 27. I won £25000 in races. Despatch two golden Magic rings by Air-Mail.

Order today to :—MAGIC MIRACLE HOUSE, (61), MATHURA (U.P.) INDIA.

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Of Faith That Defies Death
Of Truth That Conquers Death

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Naina

Directed By
RAVINDRA

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ALLAHABAD, BENARES, AGRA, KANPUR, SAHARANPUR, GORAKHPUR,
DEHRA DUN & Prominent Show-Houses Of DELHI. & NEW DELHI

Through : **JOSHI FILM EXCHANGE** Chandni Chowk, DELHI.

BELIEVE IT OR NOT

That S. M. Yusuf who has been rejected and divorced by Nigar Sultana can frequently be found receiving solace and inspiration in his well-curtained new office at brilliant midnights from Ranjana Shukla the film-struck lady doctor who forgot to bring her stethoscope from Delhi.

That it is rumoured in reliable circles that after the miserable flop of "Anand Bhavan" this *directorial* Yusuf, instead of presenting the promised and costly gift, has bought a stethoscope for Ranjana so that she could count his missing beats while he prostrated in his bed making up his mind to wreak vengeance on woman-kind.

That the astrological eight-annas-in-the-pocket producer Jai Gopal Mohla who smokes *other people's brand* has not yet given up his bad habit of travelling without ticket and that is why when he reached Bombay on 18th April, he had to part with much-precious a sum of one hundred and odd rupees.

That long-tailed Brahmin Mohla's astrology gave him a slip in this case and he could not foretell that the hand of law shall write a difficult tale for 'Mohla' the writer of "Insan" who never wrote it.

That Mohla who belongs to the land of Haveli Ram Gandhi—the bill-evader and defaulter—proudly boasts of having learnt to sign cheques. Thanks to Partition and Poor-house he can even deliver a lecture on "How To Sign Cheques".

That an East Punjab distributor suffered the evaporation of the vital and volatile grey matter which makes people think, by sitting in a closed car under the scorching sun for full two hours outside the house of a leading actress when his *principal-companion* distributor had gone in to settle some business. That is the reason why he often forgets to address respectable people in a deserving fashion by omitting the courteous prefix and suffix like, Shri, Mr. or Esquire.

That Kuldip-Indu-Rehman company has started swearing not

Smriti in Variety's "Hamdard".

because of exposition de-facto, but because the trade has helped them out of accounts-cum-income tax botheration by abstaining from signing any contracts with them.

That the renowned wrestling matches in Bombay are every time giving stimulous to Indu-Kuldip company to *gird up lions* to fight a fair play and they are reported to be fast mastering the technique of *body-press, guilotine chop, aeroplane spin and all the acrobats of Flash Gordon.*

That a certain music director cannot use an *organ* or play upon an *instrument* unless and until his producers provide him with two chickens before the actual process of *take.*

That Munshi Kamal Din, who needs all the vitamins of the world to feel a man by himself, is these days enlisting the support of all available fair-sex so that his shrouded weakness for production may sometime and somehow bear fruit. By the way! Kamal is weak, humble and not a hypocrite.

That since the favourite fire-fly of the film distributors has disappeared from the flat of a *filmi dalal*, a Maharashtrian moth has slipped into his bed which has a peculiarly inquisitive habit of fluttering its wings and getting more active when the lights are off.

That some of the new recruits among the ranks of the film-brokers are extraordinarily *wise* and active in trying to walk on the footsteps of a dangerously dirty *filmi dalal.*

That some of the low-born, undignified and smartly clever cheap guys who have somehow or the other entered the ranks of film-brokers are endeavouring strenuously to beat even the pimps and procurers too hollow in their own game by offering all the "Ws" and even "V" at times reconsilable to paymasters who believe in give-and-take business.

That *Jam* & *Jan* Company is feeling awefully ambitious and in prayerful yearning moments. *Jam* and *Jan* too often scratch their heads to devise a plan to enlist the all-out support and sympathy of *Jag* which asset could provide them with Ration-card with dignity.

That like damn fools some of the producers fall a victim to their own follies, by taking a hero or a heroine only because his or her last picture proved a hit without keeping an eye to the suitability of the role. The result will not be too far to be fetched.

That majority of our top-class artistes are showing signs of public bankruptsy because, having exhausted their white money, they are finding it impossibily difficult to bring out their black hoarding. Consequently one of them has recently borrowed three lakh of rupees from one alike and akin to Mafatlal; still another is finding it difficult to retain a big bungalow and a car in her own name and last but not the least another sweet little top girl is facing financial trouble with her car bought of the money paid by a patron-producer who is one of the oldest in the line in Andheri.

That P. L. Santoshi has become stronger for business, defence and even offense in the harmonious and homely companionship of his past, Balchundani and Bakht Bahadur Singh respectively. All the supporting factors enjoy the privileged patronage of Filmcritic.

That our 'Caption & Retort' feature has tempted one of the leading-most dailies of our country to start a similar feature under the heading of 'Crackling of Thorns'.

That a man who mistrusts many by acting on the Ameriean maxim 'Take everybody to be a scoundrel unless and until he proves otherwise', commits more mistakes than a man who trusts a larger number.

That 'a secret is too little for one, enough for two and too much for three'.

YOU'LL SAY IT'S NAVKETAN'S ANOTHER ACHIEVEMENT AFTER "BAAZI" **IT'S** SO DIFFERENT! SO UNUSUAL !!

RELEASING IN MAY

AT DELHI, NEW DELHI & ALL KEY STATIONS OF THE CIRCUIT

For DELHI-UP..... KANWAL PRAKASH PICTURES - Chandni Chowk. DELHI.

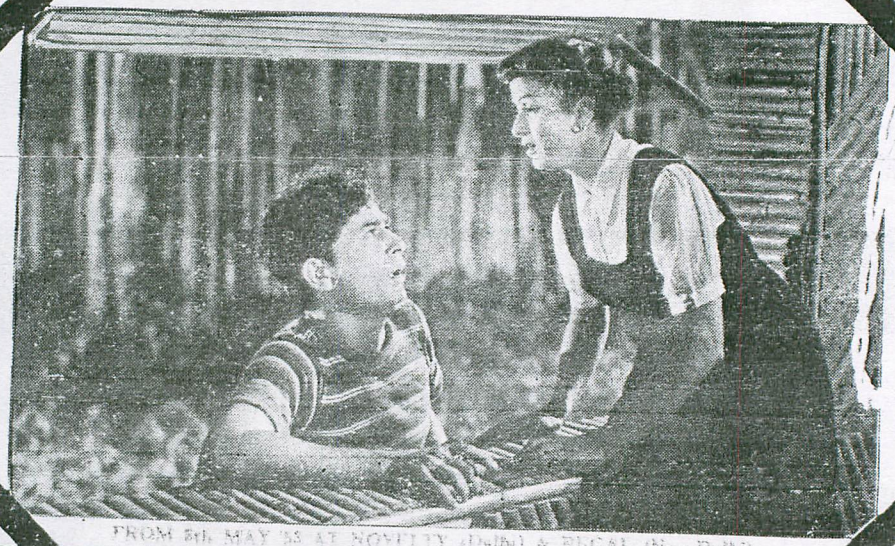
★ Balraj Sahni, Nirupa Roy and Rattan Kumar give fine portrayals in Bimal Roy Productions " DO BIGHA ZAMIN ", produced and directed by Bimal Roy. ★

KAMINI KAUSHAL

MOTI LAL

SAJJAN

OM PARKASH



FROM 8th MAY '53 AT NOVELTY (Delhi) & PLAZA (New Delhi)

USHA KIRAN

New Sai Productions'

JHANJAR

DIRECTED BY

KIDAR SHARMA

PRODUCED & MUSIC BY

C. RAMCHANDRA

DISTRIBUTORS FOR DELHI & U.P

ROOPNAGAR LTD.

Chandni Chowk,

DELHI.

EXCITING ENTERTAINMENT PACKED WITH EMOTIONS!

NUTAN * POORNIMA
SAJJAN * RAJ MEHRA
PRAN * GOPE * YAQUB
* DURGA KHOTE

IN

GOPE PRODUCTION'S

Malkin

Directed by... O.P. DUTTA

PRODUCED BY... RAM KAMLANI MUSIC... ROSHAN

RELEASING VERY SHORTLY

For Delhi & U. P. :— ROOPNAGAR LTD., Delhi

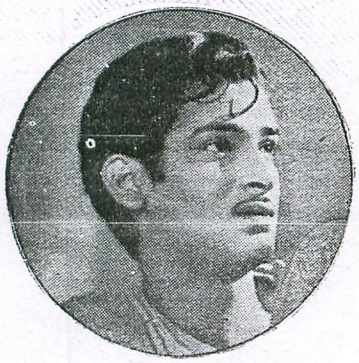
For East Punjab :— UNITED FRIENDS, Jullundur

The versatile director of the Indian Screen GURU DUTT plays the male lead against GEETA BALI in H. G. Films "BAAZ", directed by Guru Dutt himself.

4 DELIGHTFUL EXTRAVAGANZAS OF 1953!

Chiragh-e-Alladin

Columbia Pictures "CHIRAGH-E-ALLADIN" Produced in color by TECHNICOLOR is an altogether different picture—perfect in technique, presentation and production values. The picture caters all tastes and will appeal to classes and masses alike.



RAIL-KA-DIBBA

Starring:
MADHUBALA, SHAMMI KAPOOR,
SAJJAN, YASMIN & OM PARKASH
Producer-Director: **P. N. ARORA**

FOOT PATH

Starring :
DILIP KUMAR, MEENA KUMARI
ANWAR HUSSAIN
Written & Directed By: **ZIA SARHADY**

GAUHAR

Starring :
BINA RAI, REHMAN, VIJAY LAXMI
AGHA, RAMESH THAKUR
Direction : **F. H. HASSAN**

Distributors :—

GOODWILL PICTURES LTD.

CHANDNI CHOWK—DELHI

A
MUSICAL HIT
WEDDED TO REALISM
NEVER BEFORE
THE LIKE OF IT YOU'VE SEEN ON THE SCREEN

RELEASING FROM 8TH MAY '53 AT

JUBILEE (Delhi) ★ **PLAZA** (New Delhi) ★ **PALACE** (Delhi)

Also At : **Raj Hans—MORADABAD Hind—BAREILLY Basant—AGRA**

Running Successfully At : **Chitra—BENARES Niranjan—ALLAHABAD**

NEXT CHANGE AT

Naaz—LUCKNOW, Krishna—GORAKHPUR, Novelty—MEERUT, KANPUR, SAHARANPUR & JHANSI.

Distributors for Delhi & U. P.

RATTAN PICTURES
Chandni Chowk, DELHI

(A T. R. CHOPRA & SONS SUPER RELEASE)

THE BET

By : **Ramani Muthanna**

SUDHA Nag, the new Secretary to the editor of "The Clarion" was an enigma to the entire staff. She was beautiful enough to be a film star yet she chose to grace a dingy office room. Her good looks attracted men to her but her cold manner repelled them. She held herself aloof from the rest of them and did not respond to their overtures for friendship.

The girls sneered at her saying that her air of mystery was a sham but the men were frankly intriqued by it. They ceaselessly tried to break her reserve and to probe within her outer shell of coldness but alas to no success.

"Let Rajiv arrive", they told each other, "He will get around her in no time at all".

Rajiv was the lady-killer around the joint. He was tall, handsome and dashing. He had great charm of manner and a way with girls. He was away just then attending a writers conference abroad.

No sooner had he returned than he was told about Sudha. He raised his brows.

"So ?" He said. He would like to see Sudha, this wonderful creature who played "hard to get". There was no girl born yet who could resist his charms. He told his collegues that he would have Sudha eating out of his hands in less than a month's time and when they looked sceptical he cried :

"Would you like to bet upon it ? I will pay you a hundred rupees if I fail, otherwise you must pay me".

"Agreed !", they all said, "We will shell down hundred rupees if you vanquish Miss Nag."

With a triumphant air Rajiv walked in to the boss's room. He barely glanced at the corner where Sudha sat. Ignore them, was his rule. It roused their pique and made them strive for his attentions.

"Hello Rajiv", the boss said, "I have never seen you looking so well. I don't think you have met Miss Nag ? She joined the staff after you left for New York."

Rajiv turned towards her and bowed stiffly. In an all embracing glance he noted that Sudha was slender and fair with black slanting eyes and curving lips. Well, she is beautiful, he admitted grudgingly. But that does not give her the right to treat us as though we are the dirt beneath her feet.

* * *

Days passed into weeeks and still Rajiv's aquaintance with Sudha remained limited to a smile and a brief 'Hello' whenever they came across each other. Her cool indifference made Rajiv grit his teeth. His determination strengthened to break her pride. His friends dropped hints now and then.

"Hard ground eh Rajiv ?"

"Haven't you bitten off more than you can chew ? Better have that money ready Rajiv ?"

It spurred him on to action. So far he had tried various ways to attract her attention. He had turned on the full battery of his manly charms but received no response from her. He had flirted with the other girls hoping to rouse her jealousy but all to know avail. Either Sudha was curiously unemotional or she had her feelings under admirable control. Rajiv might have been

a performing flea for all the notice she took of him.

"Ah, Miss Nag", he said one day, waylaying her in the Cafe. "Can I have a word with you ? I wonder whether you will help me in picking out a present. It is for my younger sister. (God forgive me for telling a lie he thought.) I thought you would know what appeals to a young girl most. You have such wonderful taste in clothes."

His eyes ran down her figure as he said it. Sudha flushed red.

"I don't really know. Why don't you ask the person concerned as to what she would like ?"

"Oh no. I intend it to be a surprise for her. You see this sister of mine is a cripple. She had polio as a child and has been unable to walk since."

'Oh, how awful for her', Sudha cried impulsively.

"Yes," Rajiv tried to sound pathetic, "we try to make it upto her in all ways. I send her surprise parcels every now and then. It keeps her happy and diverted."

He talked on about his fictitious sister and in the end persuaded Sudha in accompanying him to the shop to pick out a present for her.

They sat for a long time dreaming dreams and planning for the future.

Next day he went to office in a jubilant frame of mind. He felt as though he owned the whole world. Having won Sudha's love made all the difference to his prosaic existence. His soul was full of poetry.

He entered his room and stood stock still. On his desk, arranged in a neat pile, were one hundred silver coins and a placard which read "you win laddie".

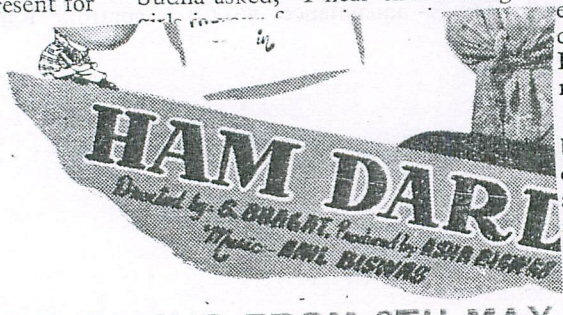
The bet ! He had forgotten all about the bet. To-day was exactly a month since he had uttered those boastful words about Sudha.

He turned abruptly and went in to Sudha's room.

Her face was a mask of contempt as she said, "Congratulations for having won the bet".

"Sudha, you have got it all wrong, I can explain everything. I made the bet before I had seen you. I did not know I would fall in love with you. Please, you must believe me. I didn't woo you with the idea of winning the bet".

"Why should I believe you ? " Sudha asked, "I hear that chasing



RELEASING FROM 8TH MAY

JUBILEE ★ PLAZA ★

(Delhi) (New Delhi)

Also At : **Raj Hans—MORADABAD Hind—BAREILI**

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RATTAN PICTUR

(A T. R. CHOPRA & SONS SUPER

over it. What do you want with me now ? You have won the bet, haven't you ?"

"But, I am telling you that it is not the money I am after. It is you."

"Really !" Sudha's voice was suddenly cold with anger. "You are far too presumptuous. Kindly slip out of my way. I have business to attend to."

She swept past him with her head held high while Rajiv watched in helpless rage.

He felt miserable. There was a strange sense of void in his heart. He couldn't bear the thought of losing Sudha. How could he put things aright now ? How was he to win back her love ?

When he went to her house in the evening he was refused admittance. "Miss Nag is indisposed," he was told, "She cannot see anyone."

But even as he walked away he heard strains of music and muffled laughter ensuing from within. He knew then that he was definitely in disgrace.

A few days later Sudha celebrated her birthday. She gave a grand dinner party to which everyone at the office was invited except Rajiv. It was a thing that could sear any young man's heart. Rajiv sat at home and brooded, nursing his grievance.

Sudha dropped her reserve and became free with everyone at the office. She was immensely popular and soon had a large following of admirers. Rajiv remained just outside her circle of friends.

He tried speaking to her and was cut dead. He sent messages and impassioned letters and received them back unopened. Now that Sudha had become unattainable, she seemed more alluring than ever.

Hope fluttered in Rajiv's heart when he caught her looking at him one day. He watched his opportunity and walked in to her room.

"Sudha !", he said and met with silence.

"Won't you speak to me even?" Still no reply.

"Please darling. Haven't you punished me enough ? "

"Mr. Rajiv. Why can't you get it in to your thick skull that whatever there was between us was over long ago ? ", she said.

"Does that mean that you no longer love me ? "

"Love ! " she said bitterly, "Is there such a word in your vocabulary ? "

"Yes, there is". He continued pleading with her, pouring his heart out to her till at last she said, "How am I to know that you are in earnest this time ? I will never forget the fact that you made a laughing stock of me in front of the whole office."

"Haven't I atoned enough for my sin ? "

"No. You beg my forgiveness in the proper manner by getting down on your knees.

Rajiv sank down on his knees and no sooner had he done so then the door burst open and the whole office poured in. A shout of laughter went through them. They crowded round him. Rajiv scrambled on to his feet with a sheepish grin.

Jai Jaywanti makes her screen deubt in Jubilee Pictures Ltd's "Thokar".

"Well, ladies and gentlemen", Sudha addressed them, "I have won the bet. Please hand over the money."

She proferred her hand and the people dropped coins in her upturned palm. Rajiv looked on with a bewildered expression.

"What is it all about ? ", he asked.

"Well. Miss Nag had a bet with us that she would have you down on your knees begging her to take you back in to favour. She won it, see ? ", they told him.

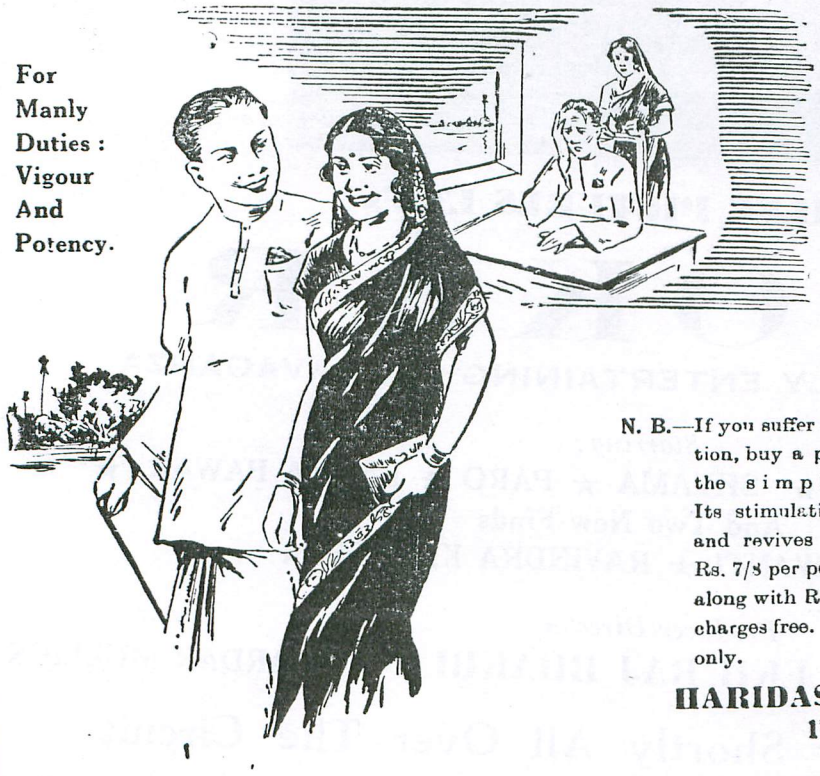
Rajiv turned and faced Sudha.

"So you paid me in the same coin ? "

"Why not ? After all two can play the same game."

It has been a very profitable game for me," he murmured with his eyes upon her.

"Now may I congratulate you properly for having won the bet?", he asked and took her in his arms.



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N. B.—If you suffer from any defect of the organ of generation, buy a pot of ointment No. 1 also, which is the simplest and most effective application. Its stimulating power brings about development and revives the manly strength of nature. Price Rs. 7/8 per pot. Postage Re. 1/-. If ordered for along with RAJKEMESHWAR, postage and V.P.P. charges free. Correspondence in English or Hindi only.

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THE ACQUISITION OF

1953's
BIGGEST BOX-OFFICE BONANZA

JUBILEE PICTURES LTD's

THOKAR

AN EXCEEDINGLY ENTERTAINING EXTRAVAGANZA

Starring :

★ SHAMMI KAPOOR ★ SHYAMA ★ PARO ★ LALITA PAWAR ★
And Two New Finds
★ JAI JAYWANTI ★ RAVINDRA KAPOOR ★

Screenplay & Dialogues
Pt. GIRISH

Producer-Director
LEKH RAJ BHAKRI

Music
SARDAR MULLICK

Releasing Very Shortly All Over The Circuit

Distributors for Delhi & U. P.:—

NATIONAL FILMS
Chandni Chowk, DELHI

Special To "Filmcritic"

MESSAGES.....

TO MOVIE MOGHULS AND MOVIE MILLIONS

Producer-Director J. K. Nanda says in an exclusive message to "Filmcritic":—

'I attribute the present set-back to the Industry majorly due to lack of good stories. A good story is the foundation of a successful film and I am sorry to say that we have no outstanding personality capable of feeding the industry with good stories. We must pay greater attention to the general excellence of our productions and at the same time reduce our costs of productions. In this alone lies the salvation of our film industry."

(*Sd.*) **J. K. NANDA**

Producer-Director Devendra Goel says in an exclusive message to "Filmcritic":—

Through the esteemed columns of The FILM CRITIC I appeal to the people to inspire us to make better and nobler pictures. This they can easily do by generously applauding pictures with sublime themes, lofty ideals and entertainment of the higher order and severely letting alone all those that are cheap, ignoble and vulgar.

This does not in any way mean however that we should scoff at healthy entertainment which deals with problems of love, life and sex. Infact these are extremely important factors that govern humanity and if a picture has to present a mirror to life in an interesting manner, sex and love can not be summarily done away with. Only the people have to discriminate between films that pander to their baser instincts and those that really entertain and instruct. And the best part of the affair is that Producers have also become alive to the situation.

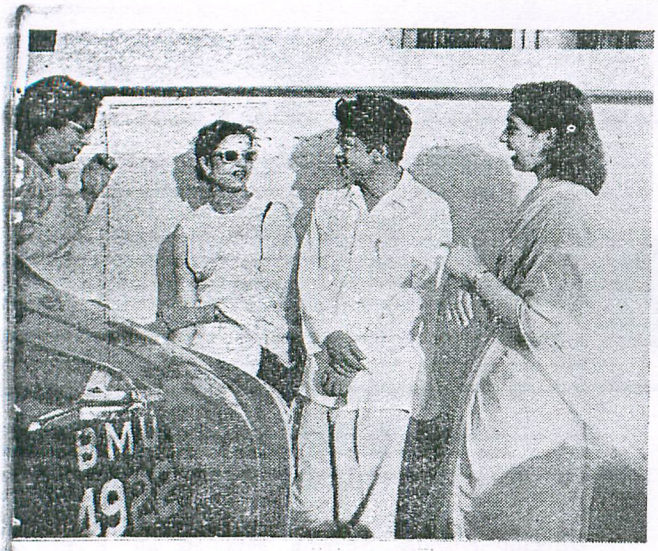
(*Sd.*) **DEVENDRA GOEL**

Director Kishore Sharma says in an exclusive message to "Filmcritic":—

"The purpose of a film should essentially be to educate, entertain, elevate and inspire the filmgoers. In fact it forms the most powerful medium of instruction. Indian films have in general lagged behind in propagation of Indian culture and civilization. They have positively failed to impress the audiences and have given them an uneasy feeling that Indian films are nowhere Indian. The story—the locale and atmosphere; customs, costumes and the moods and manners of the plays are nowhere near the thing known as Indian. Our film producers, directors and writers have all been the laughing stock of the visitors. All these shortcomings have cut short the progress and prosperity of the Indian Film Industry. The industry has failed to elicit sympathy from our Government which is in no mood to listen to our woes and wailings. To ask the government to lend us help and support will be taking the offensive under the present circumstances; at the moment the Imppa and its constituent individuals are on the defensive. Problems, various and sundry, have raised their ugly heads on all fronts. The strife and the consequent strenous efforts have started shedding some welcome lustre. Why? Only because complete overhaul in story material and a revolutionary outlook to present Indian story in a purely Indian style with an Indian background has been inaugurated. Dependable people with solid programmes are busy rejuvinating the industry. Light is becoming visible in obscurity which pervaded everywhere. A new time has come and better one is following to great advantage. I am sure moral and mutual support will accellerate the progress."

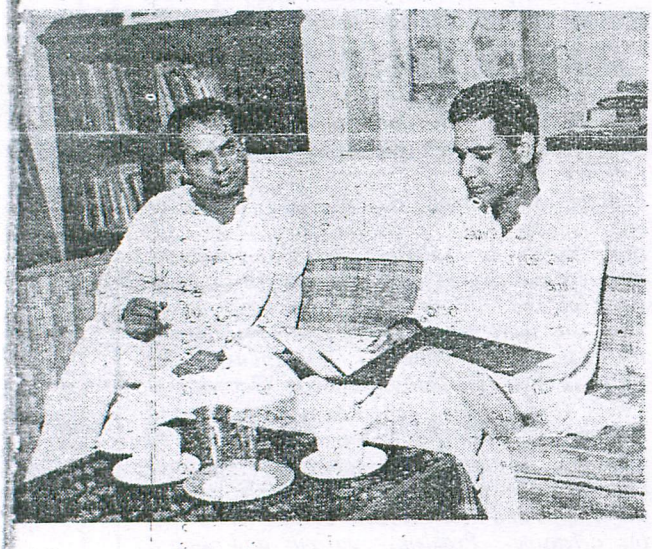
(*Sd*) **KISHORE SHARMA**

CANDID CAMERA SHOTS



iat Chugtai, Kamini Kaushal, Shahid Latif and Moti Begum of Aligarh having a chat at the Famous Studios.

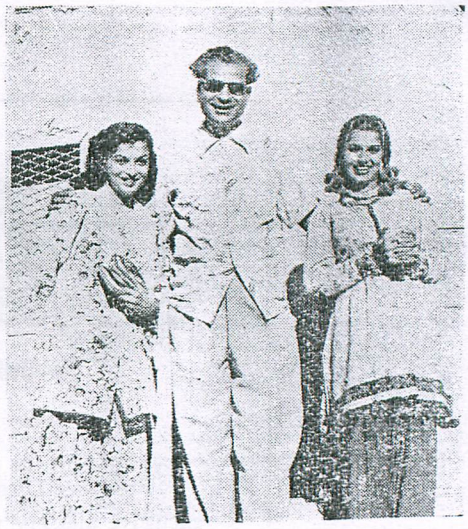
★



ıal Roy and his assistant making an authentic study of the script before actually shooting the scenes.

★

ocial function brings together Pran, Pratima Devi, Kamini ushal and Asha Mathur. It all happened after a charity show.



Between coy Shyama and cosy Sheila craftly Kashyap feels still taller.

Yusuf has shot the scene. After the boss, it is his assistant Rashid who takes a playful turn for the camera.

★

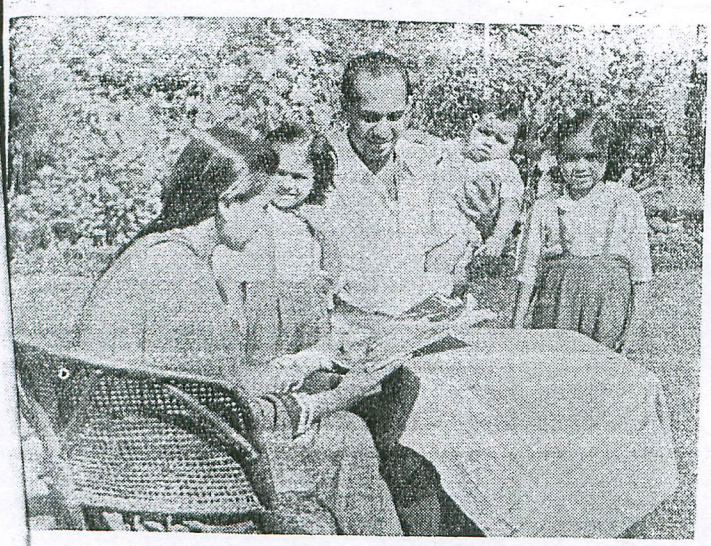
Tiwari is not a villain in real life. Yet he immitates bad guys. Here he is giving some bate to the eve but be sure she will avoid the hook

★

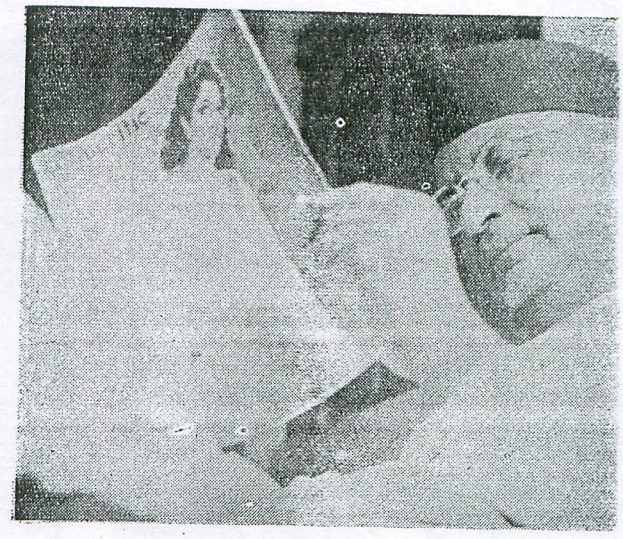
★

★

"FILMCRITIC" FAVOURITE WITH FILMITE

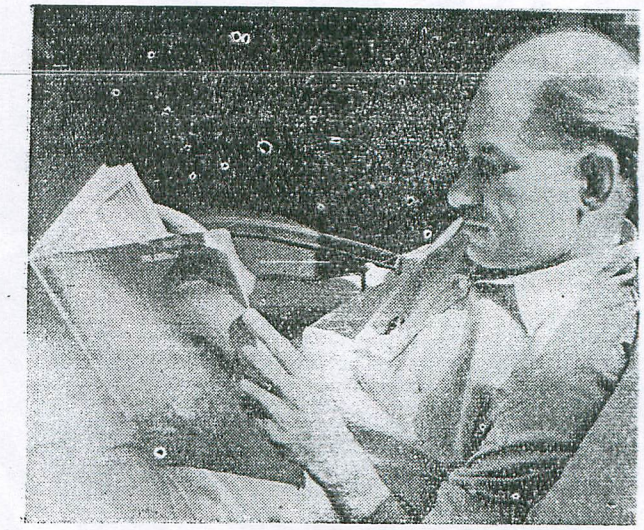


Ravindra Dave with family
—"Filmcritic" fans, one and all.



Director Nandlal Jaswantlal
—Has immortalized Prince Salim and Anarkali.

mesh Saigal, Ayub (Dilip's brother) and Zia Sarhady
—One for three



Producer-Director K. A. Abbas
—"Filmcritic" delights me.

with her actor-husband Rajan Haksar and her future
Haksar—"Filmcritic", the old favourite since 1940.

Phani Mazumdar
—Relishes reading "Filmcritic".

Starring : KAMINI KAUSHAL ● SHEKHAR ● OM PARKASH

Producer-Director : **DEVENDRA GOEL** ★ *Music :* **SHANKER—JAIKISHAN**

RELEASING VERY SHORTLY

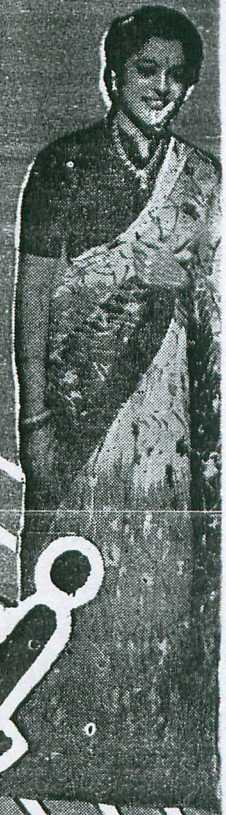
Delhi & U. P.

Chandni Chowk,

STORY OF A SPARK that Puts a Family on Fire

FAMILY FILM BASED ON UNCOMMON THEME ABOUT COMMON PEOPLE!

NALINI JAYWANT
SHEKHAR
in



Co-operative Pictures'

Chingari

WITH
LILA MISRA, PRITMA DEVI
ROMESH SINHA & RANDHIR

Written by
MADHUSUDAN

Produced & Directed by
S. SIRIVASTIVA

Music by
MANOHAR

Delhi & U. P.

INDRA FILMS

Chandni Chowk,
DELHI.

FLASHES FROM PICTURES TO COME

Nirupa Roy in
" DO BIGHA ZAMIN ".

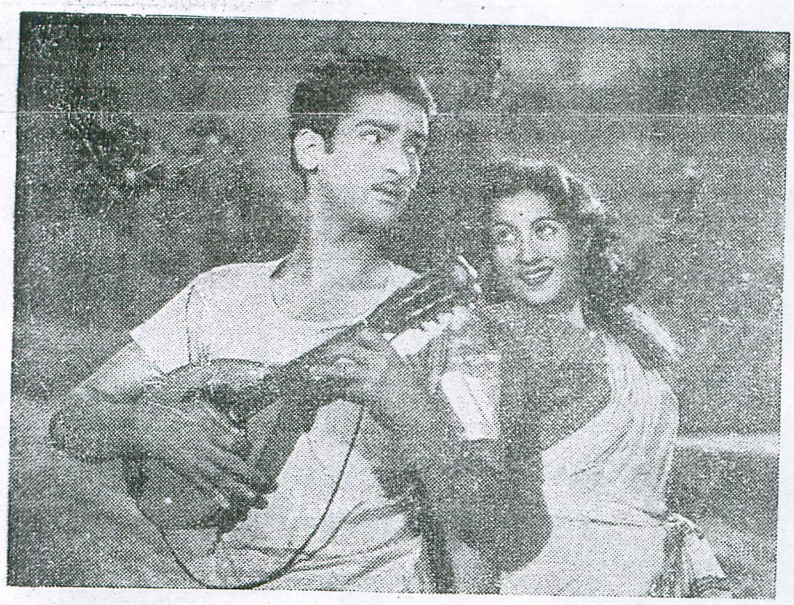
Balraj Sahni gives a convincing portrayal in "DO BIGHA ZAMIN".

Nirupa Roy and Tiwari in a tense moment in " DO BIGHA ZAMIN ".

Nana Palsikar is at his best in " DO BIGHA ZAMIN".

FLASHES FROM PICTURES TO COME

Madhubala and Shammi Kapoor in "Rail Ka Dibba".



Madhubala and Shammi Kapoor having a gay time in "Rail Ka Dibba".

A hilarious sequence from "Rail Ka Dibba".

Nalini Jaywant in
"RAHI".

Supporting Cast : **KRISHNAKANT ★ MUNSHI KHANJAR ★ ★ MONI CHATTERJI ★ SHABNAM & DEVDAS ★**

Photography	*Art*	*Songs*	*Screenplay & Dialogues*
AJOY KAR	**BIREN NAUG**	**SAILENDRA HASRAT & MADHURAJ**	**KRISHAN CHANDRA**

For Particulars Contact:—

EMAR FILMS

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TODAY'S STANDARDS
SOUND REPRODUCTION IN THEATRES

By : **Perry R. Shean**
(Theatre Sound Equipment Engineer, Westrex Corp.)

THE sound films of today offer a quality of sound which would not have been believed possible a few years ago. The equipment manufacturers have consistently improved the quality and the performance of motion picture sound recording and reproducing equipment. The Research Council of the Academy of Motion Picture Arts and Sciences and the technical committees of the Society of Motion Picture and Television Engineers have aided in this improvement by establishing industry-wide standards for equipment and its performance.

There is now available to the largest and smallest theatres a sound record of such faithfulness —in volume range, in signal-to-noise ratio, in freedom from distortion and flutter—that the climax of a symphonic program, the cheering of a football crowd, the gurgle of a baby, or the quiet of a country scene can be equally convincing.

While this remarkable progress, including the increasing use of magnetic film in production recording, has been taking place in sound recording, our theatres, unfortunately, during the last decade of war and economic disturbances have as a class not kept the quality of their reproduction in step with the advances in recording.

In order to reproduce from the sound track the quality that is recorded on it, there are several requirements which must be met by the individual theatre. These can be divided roughly into four parts :

1. The acoustics of the auditorium.
2. The back-of-the screen equipment.
3. The projection equipment.
4. The transmission system.

The functional requirements of sound, light and vision should supply the basis for the fundamental planning in theatre design. While the conditions for best speech production and best music reproduction differ somewhat, there are very definite limits in auditorium from and proportions, on the "liveness" (acoustical) of the structure, and on the relation between total volume of and the number of seats in the auditorium which must be adhered to if the optimum quality of sound is to be obtained. It is unfortunate that, when many of our present moving picture theatres were built, the functional requirements were often ignored and the acoustical requirements were unknown. If the building is acoustically unsatisfactory, poor sound reproduction will inevitably result regardless of the excellence of the projection equipment.

The modern two-day loudspeaker systems approach much closer to faithful reproduction than was possible with older types. Improved magnetic material permits high flux density in the individual speaker units, increasing their efficiency with proportionally increased high frequency response and improved damping. Improved cone and diaphragm material and construction have decreased the difficultly from "standing waves" on their surface area. Improved coupling between the low frequency units and the horns has reduced distortion and increased efficiency. Straight exponential horns as compared with the "folded" horns reduce phase delay and permit smoother response through the cross-over region. Correctly designed multi-cellular high frequency horns have greatly improved the distribution and decreased the confusion arising from the out-of-phase effects of crossing sound beams individual high frequency speakers.

A speaker sytem which has a smooth response curve combined with a flat amplifier response gives much more satisfactory results then one with which the amplifier

Geeta Bali and Guru Dutt play the romantic lead in H. G. Films "Baaz".

★

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ADORABLE MOVIE

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SOUL-STIRRING STORY
LILTING TUNES
RIP-ROLLING COMEDY
AND
CAPTIVATING DANCES

★

G. P. PRODUCTIONS'

GULNAR

Starring :

★ GEETA BALI ★ SMRITI ★ CUCKOO ★
★ SALIM RAZA ★ RAMESH THAKUR ★

Direction
HARBANS

★

Music
HANS RAJ BEHL

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And Prominent Show-Houses Of DELHI & NEW DELHI

Thru

ROHTAS CHITRA Chandni Chowk, DELHI

Altaf and Krishna Kumari in "Gorilla".

system must be equalized to correct irregularities in the speaker system. Above all, the speaker system must have the capacity to handle, without overload or distortion, whatever power the amplifier system can deliver to it.

The major premise for the projector system is that mechanically it must impart to the film a smooth, steady movement through the sound head. Any tendency of the film to weave or flutter as it goes over the sound drum or any unevenness in the drive itself will cause flutter in the reproduced sound. Flutter at a low frequency rate is commonly called "wow" while high frequency flutter rates produce a raspiness especially in the overtones of musical instruments. A total flutter content of ·07% (which is quite possible with a well-maintained sound head with hydro-flutter supression devices similar to those employed in the Westrex and Century units) could be termed excellent. If the flutter approaches 15% (the Research Council's present limit) particularly in the 2 to 7 cycle region, it may be very objectionable.

Poor sound reproduction will undoubtedly result if the transmission system (the pickup and amplifiers) is not "faithful". The amplifier must have power handling capacity to reproduce the peaks of the orchestra without distortion, both for low frequency drums and the highter pitched violins. The Research Council has set up standards on amplifier capacity required for auditorium of varying size. The system must reproduce all frequencies, the drums and the violins as well as the piano notes, with equal naturalness and impartiality. For the best "listening" sound, the system must be equalized to cut off at about 8000 cycles in line with the Motion Picture Research Council's Standard Electrical Charcteristics curves.

So much for the equipment. It is taken for granted that the projectionist who is running the show knows his job and is at all times on the alert for potential troubles. A constant problem for the projectionist is that of providing the correct level of sound in the auditorium. He must avoid on one hand the extreme of too low a level for easy listening and, on the other hand, too loud reproduction for hearing comfort. Even with the best equipment and with present-day high quality films, it will avail nothing unless there are competent men in the booth to operate it.

A PICTURE
THAT HAS TAKEN THE BOMBAY AUDIENCES
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Shory Films
EK-DO-Teen

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MEENA * MOTILAL
MAJNU • KAUSHALYA
& YASHODHRA KATJU

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Associated Pictures Distributors
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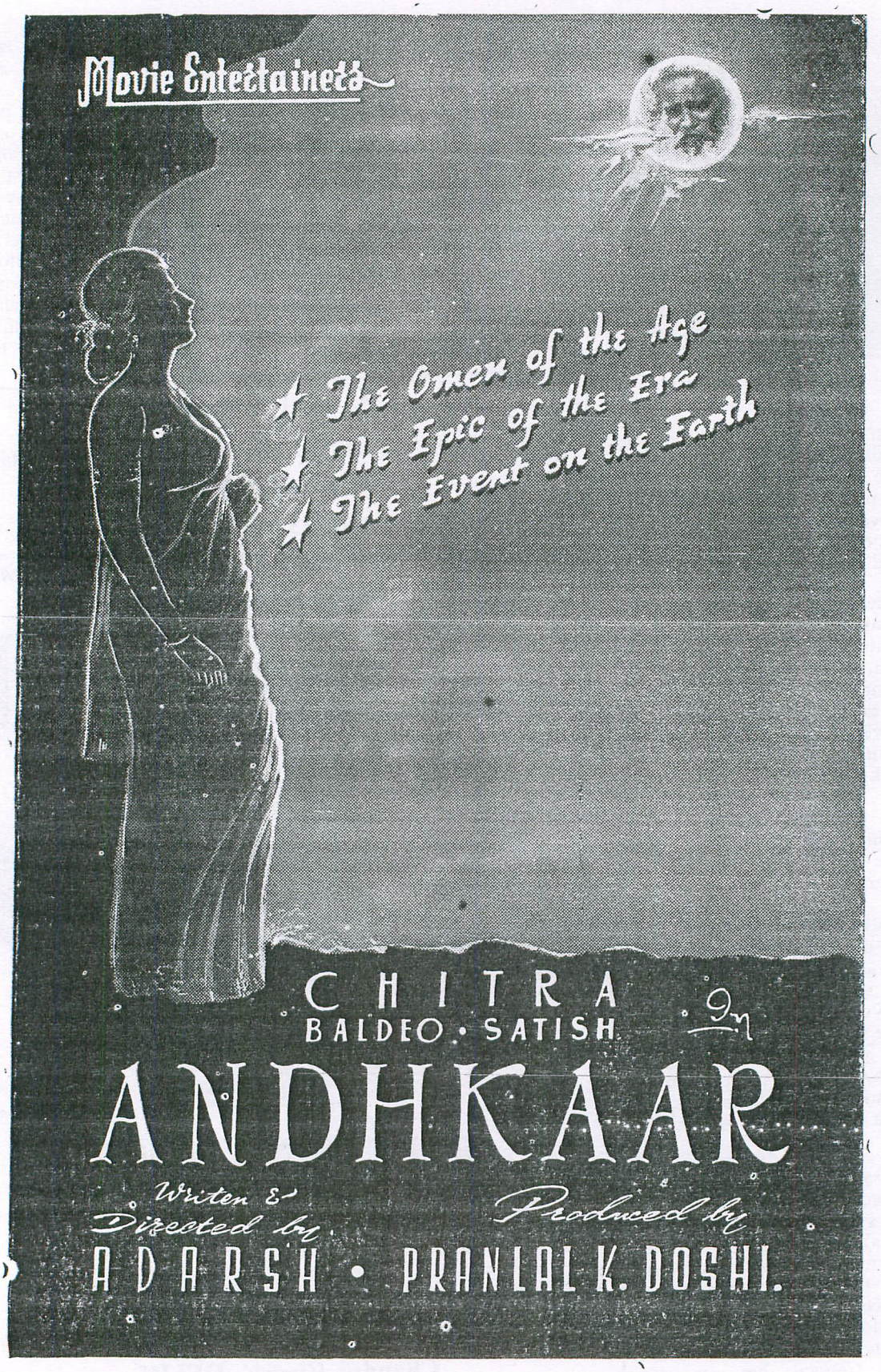


Supporting Cast : **NAAZ, UMA DUTT & H. PARKASH**

Music : **HANS RAJ BEHL** ★ *Camera :* **P. C. SINHA**

Bombay : M/S. UNITED CINE SERVICE, Tribhuvan Road, BOMBAY-4

For Particulars : **MOVIE ENTERTAINERS**

M. & T. Studios, Andheri, BOMBAY.

ROSES WITH THORNS

By : **N. K. Isar**

CONVERSATION PIECE

THE Three-dimensional film has arrived in Hollywood with a bang, and even we here, in India, have read something about it. But it was only when our producers heard Sir Alexander ('Sir Korda' to Chandu Lal Shah !) talk about it, that some of them got truly interested. Since then, some of them have been asking questions —in a very much euphuistic language. Indeed, they have been framing their queries in such a way that they could easily make the same enquiry about apricots or the behaviour of Esquimaux in the Congo !

Two such producers got together one day. Happy to have learnt that none of them could tell the Spectrum from Solar Plexus (!), they fell a talking ! ..... And I was the ear the walls had ! !

"What this three-dee affair ? " Said one.

"You mean the three dimenshun ? "

The first one must have nodded silently (I could not see them).

"Solid-as-life pictures ! "

"How can pictures be solid-as-life and still be pictures ? "

"Why,—don't pictures talk and move about and still remain same ? "

"Yes .....but solid ?.....Must be atomic pictures ! "

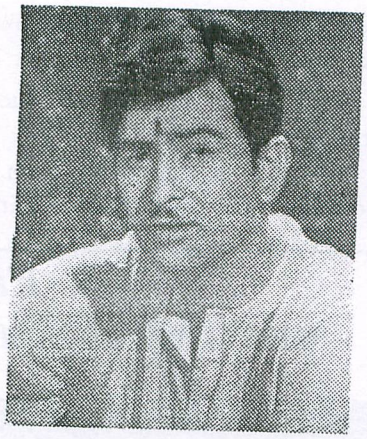
"Altogether !.....all brought about by Einstein."

"Einstein ?.... ..No.....it must be Eisenstein ! "

"Ofcourse—Eisenstein!.....He is now making 'polarred' glasses for smell ! "

"How can that be ?.....Are you going away ?.....So soon ? "

"Yes. I must not forget. I am going to my younger brother right away. I must send him to Hollywood to learn all the sixty systems of three-dee.. .....My brother, he knows much about Chemistry ! "



Raj Kapoor in Silver Films "Dhoon", directed by M. Kumar.

ODE

Perhaps it was Leigh Hunt who wrote the following poem—The Fish, The Man, and The Spirit ! I quote it in a slightly different context which, coupled with what I have written already, will not be hard to understand :

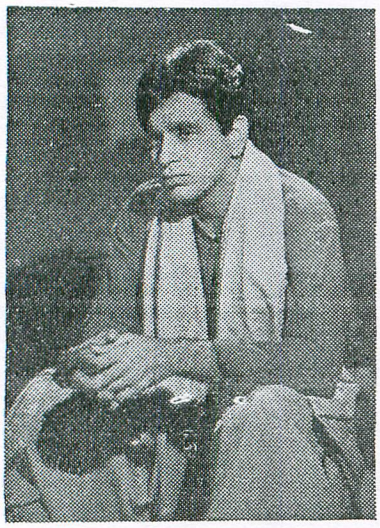
You strange, astonished-looking, angle-faced,
Dreary-mouthed, gaping wretches of the sea,
Gulping salt-water everlastingly..... Legless, unloving, infamously chaste :—
Oh scaly, slippery, wet, swift, staring wights,
What is't ye do ? What life lead, eh dull goggles ?
How do you vary your vile days and nights
How pass your Sundays ? Are ye still but joggles
In ceaseless wash ? Still nought but gapes and bites
And drinks and stares, diversified with boggles ?

F. PEGO QEMPIV. W. LTD.

I was mystified, the other day, to see an announcement in the famous "Shoe-Shine Weekly". " For all kinds of film transactions", it said, "Contact CINE F. PEGO QEMPIV. W. LTD. Managing Director : Ratji, Obscuroi."

The name of the concern looked like nothing on earth, and I looked vacantly at the announcement, while my mind was filled with various questionings. Put it down to my inventive frame of mind, or the fact that I had just finished Eric Ambler's best crime

Roofi and Salim Raza in a scene from G. P. Productions "Gulnar", directed by Harbans.



Dilip Kumar plays an emotional role in Asha Deap's "Shikast", a social melodrama produced and directed by Ramesh Saigal.

thriller or even that as a student of Mathematics I was especially good at Arithmetical Progressions and Retrogressions—but I soon substituted each letter of F. FEGO. QEMPIV. W. by the fifth predecessor in the alphabet, and deciphered it to the word BLACK MAILERS !

"Cine Black-mailers Ltd." was, then the decoded name of the concern ! I felt so much elated at my discovery that I rushed to Ratji's office shouting "Eureka ! Eureka !! " all the way. "Congratulations ! " I said as I reached his office a little out of breath. "My best wishes for Cine-Black-mailers Ltd. !"

Ratji stood up with a start, and gave me a blank, horrified look. But immediately he relaxed and said in a confidential tone as he had done in the past on more than one occasion. "You are very intelligent ! " "But are'nt you afraid of the police ?" I asked as I realized that black-mailing was something to which the law took exception.

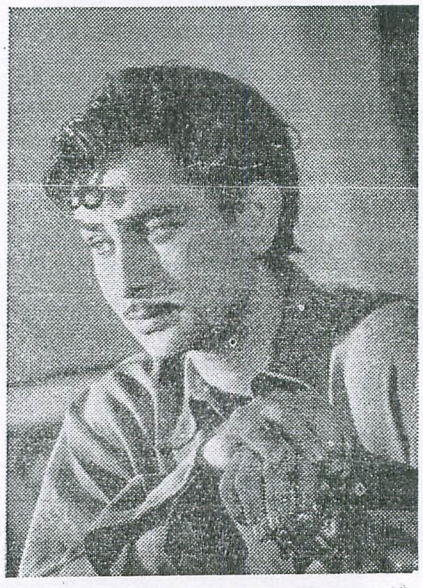
Ratji looked at me like the little shop keeper must have looked at a Stevension's Markheim, and fixing me with the Ancient Mariner's gaze, he said : "My methods are above reproach, and windfalls various !.....besides". He produced a little, while ball," I keep this handy for emergency ! "

"What is it ? " I asked.

"Rat-poison ! " whispered Ratji.

A Picture

WHICH WE CAN SHOW TO THE WORLD



●

AN
ENTIRELY Different
And
EXTREMELY Realistic
DRAMA
BROUGHT VIVIDLY
TO THE SCREEN

●

GOPINATH

Starring :

● **RAJ KAPOOR** ● **TRIPTI MITRA** ● **LATIKA**

●

Written, Produced & Directed by :

MAHESH KAUL

●

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A. N. BANNERJI

★

Music
ALI AKBAR

RELEASING IN MAY

★ ★

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GEETA BALI & ABHI BHATTACHARYA

IN

NAINA

Direction : RAVINDRA

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AT ALL KEY STATIONS OF THE CIRCUIT

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SONG OF JUNGLE
WHITE GORILLA
(AMERICAN PICTURE)

— DOING REMARKABLE BUSINESS —

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★ SIMBA ★ DIL-WALE
★ SAUDAMINI ★

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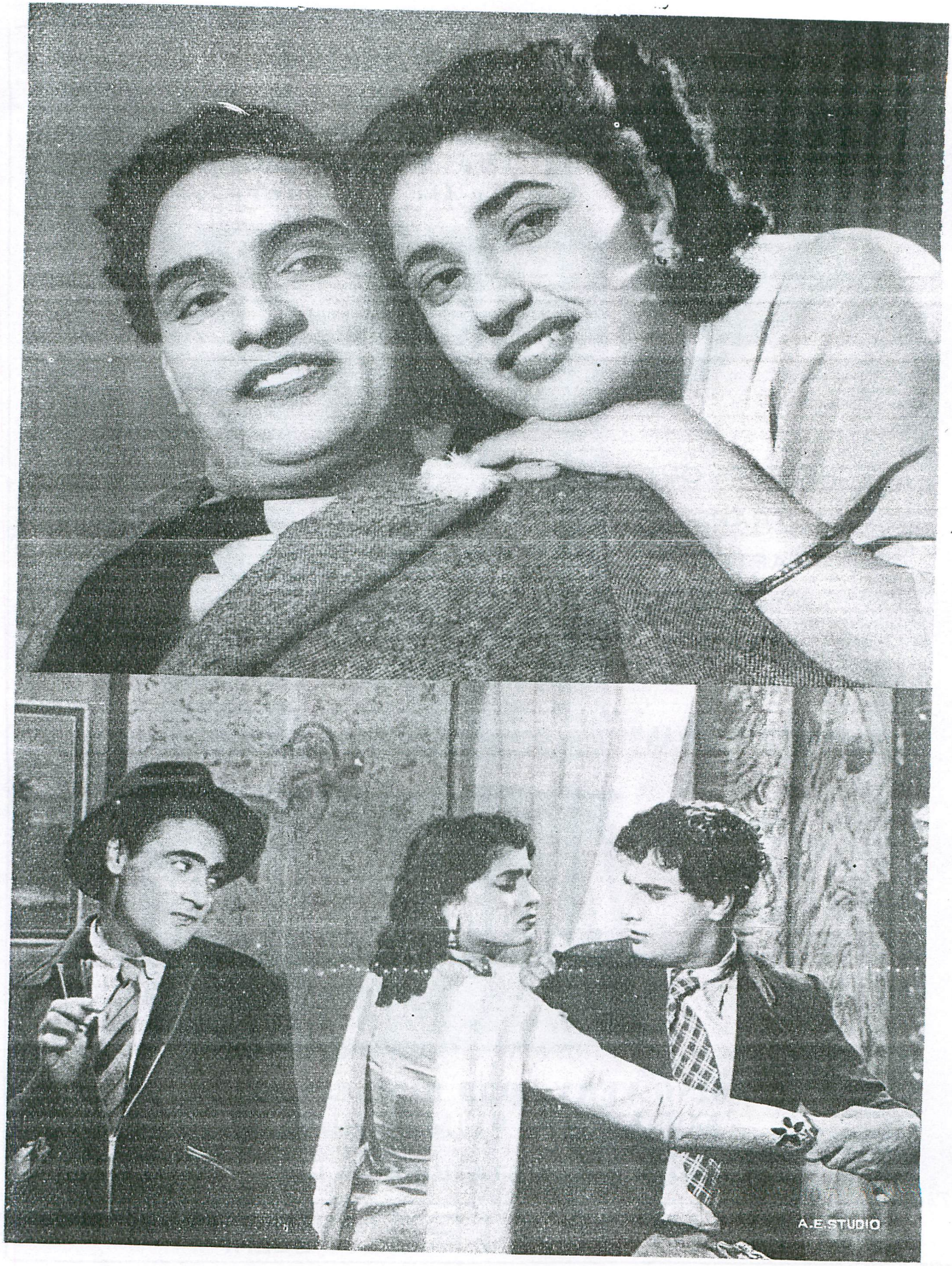


Shammi, Mahipal, Satish, Lalita Kumari and Kishore Dogra in sequences from Dogra Films "KHOJ", produced by C. R. Dogra.

SEE HOW

The Happy Life Of Two Brothers Has Been Destroyed By The Machinations Of A Pair Of Schemers...

HE SETS OUT
TRAPS
AFTER
TRAPS
TO
MAKE
"ANAND BHAWAN"
A
NARK
BHAWAN
BUT...

Aina Pictures PRESENT

ANAND BHAVAN

STARRING
NIGAR, MANHAR DESAI, TIWARI & DURGA KHOTE

Produced & Directed by **S.M.YUSUF**

DOING VERY GOOD BUSINESS AT

MINERVA DELHI • IMPERIAL DELHI

AND ALL KEY STATIONS OF U. P.

Thru

FILM FAIR CHANDNI CHOWK, DELHI

PICTURES IN MAKING

Kapil Pictures

Their maiden presentation titled "Khaiber" is progressing fast at the M. & T. Studios under the intelligent direction of Kidar Kapoor. Nigar Sultana and Kamal Kapoor play the lead and get an able support from Paro, Tiwari, Dar Kashmiri, Ramesh Thakur, Nand Kishore, Baldev Mehta and a new-find Nilima. The story contributed by C. L. Kavish is very gripping and powerful and the lilting tunes are provided by Hans Raj Behl. Very tempting offers have already started pouring in for the acquisition of the picture from the distributors of various territories.

A. R. G. Productions Ltd.

Their prestige presentation "Gawaiya" is fast nearing towards completion under the direction of H. P. Sharma. Surendra, Sulochana Chatterjee, Vijaylaxmi, Roopmala, Sunder and Jeevan play the important roles. Ram Ganguli provides the lilting tunes. "Gawaiya" is expected to turn out one of the biggest musical hits of all times.

Their next picture titled "Ek Din Ka Sohag" is going on the sets during the current month.

Jubilee Pictures Ltd.

Producer-Director Lekh Raj Bhakri's most ambitious venture "Thokar" is in the final stages of production and due to be screened during the next month. The cast is headed by Shyama and Shammi Kapoor and they are supported by Paro, Lalita Pawar and two new-finds Jai Jaywanti and Ravindra Kapoor. The distribution rights of the picture for most of the territories have already been sold out at very good terms.

Alhad Chitra

Producer-Director Datta Dharmadhikari who deserves plaudits for producing purposeful and reformative pictures assures that his latest "Mahatma" would turn out the best picture of his career. Jagirdar, David, Madan Mohan and Rekha play the leading roles. "Mahatma" is produced in Hindi, Marathi and English and due to be screened all over the country during the current month.

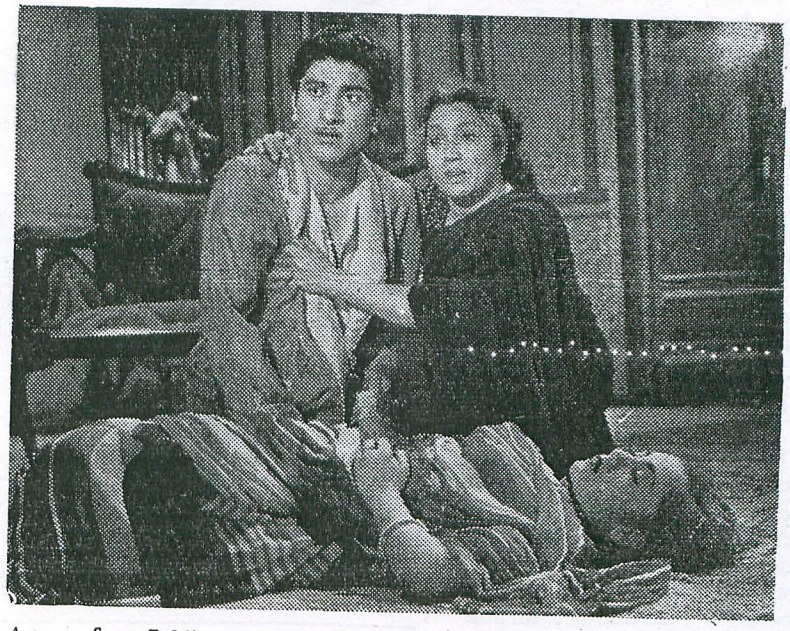
Rajkamal Kalamandir Ltd.

Producer-Director V. Shantaram's latest and best creation "Teen Batti Char Rasta" is doing record business in its 9th week at Liberty, Bombay and is also creating new box-office records wherever it has been released.

Shantaram is now busy with the shooting of his newest venture titled "Surang".

Kashyap Productions

Producer-Director D. D. Kashyap's "Naya Ghar" is in the final stages of production and due to be screened during the next month. The leading roles are played by Geeta Bali, Shekhar, Leela Chitnis, Jagdev and Begum Para. The musical score is provided by Shankar-and-Jaikishan. The forthcoming pictures of this concern are titled "Vachan" and "Shirin Farhad".



A scene from Jubilee Pictures Ltd's "Thokar", produced and directed by Lekh Raj Bhakri.

P. N. Narsingh Bharti in Jupiter's "Krishan Kanhaiya".

Navkala Niketan

This newly floated production concern have announced the production of "Rami Dhoban" which is on the sets under the direction of Hiren Bose. Kamini Kaushal, Abhi Bhattacharya, Tiwari and Vanmala are in the cast.

Star Creators

Their maiden production entitled "Parivar" is making good progress under the direction of Adarsh. The important roles are enacted by Shyama, Manhar Desai, Jeevan, Lalita and Sulochana Chatterjee. Hans Raj Behl provides the musical score.

Asha Deap

Their prestige presentation "Shikast" is being shot with full speed under the direction of Ramesh Saigal who is also the producer of the picture. Dilip Kumar and Nalini Jaywant play the romantic lead and get an able support from Om Parkash, K. N. Singh, Leela Misra, Master Ramesh Kapoor, Hemavati and Durga Khote. Shankar-Jaikishan give the musical score.

Rajasthan Productions

Their "Rishta" contains a very powerful story and is rich in music and dances. Produced and directed by Rashid Parwez the cast of the picture consists of Manhar, Leela Misra, Kuldip and a new-find Roohi.

Chandu Studio Ltd.

Their maiden production titled "Naina" is being released during the current month all over the country. Geeta Bali and Abhi Bhattacharya play the leading roles under the direction of Ravindra. Their second offering "Mussoorie" is soon going on the sets. Geeta Bali, Bhagwan and Gope have been assigned to play the leading roles under the direc- of Nanabhai Bhatt.

A STUPENDOUS
SOUL-STIRRING SENSATION
DESTINED TO HIT HIGH AT THE BOX-OFFICE

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Present

GEETA BALI

&

GURU DUTT

IN

BAAZ

Along With

★ K. N. SINGH ★ YASHODHRA KATJU
★ KULDIP ★ RAM SINGH

Direction

GURU DUTT

Songs MAJROOH ★ *Music* O. P. NAYYAR

RELEASING IN EARLY JUNE

Distributors for EAST PUNJAB:—

INDIA FILMS & FINANCE

Railway Road, JULLUNDUR.

H. G. Films

Director Guru Dutt is giving finishing touches to "Baaz" and assures to make it one of the most memorable pictures of all times. Geeta Bali, Guru Dutt, Kuldip, K. N. Singh and Ram Singh play the important roles. The songs written by Majrooh have been set to lilting tunes by O. P. Nayyar.

The next picture of this concern titled "Geetanjli" is shortly going on the sets under the direction of Guru Dutt.

Roopnagar Ltd.

Producer-Director Roshan Lal Malhotra's pride presentation "Dhuaan" is more than three fourth complete and expected to be ready for release during the next month. This mystery-cum-musical drama features Asha Mathur, M. Rajan, Usha Kiran, Jeevan and Om Parkash in the leading roles. Vasant Desai and Dhaniram provide the musical score.

Anand Chitra

Director Santoshi assures that his latest "Pagal Khana" would turn out the best picture of his career. Suraiya and Bharat Bhushan enact the romantic lead. The picture is almost complete.

Sushil Pictures

Producer-Director Harbans is vigorously busy with the shooting of "Lakeerain" and is confident to make it an exceedingly entertaining extravaganza. Ashok Kumar, Nalini Jaywant, Pran and Durga Khote play the leading roles. The next picture of this concern is titled "Zindagi-Ke-Melen".

Sadiq Productions Ltd.

Their "Shabab" is making headway progress under the versatile direction of M. Sadiq, who is also the producer of the picture. In the cast are Bharat Bhushan, Nutan, Wasti, Badri Parshad and Yashodhra Katju. The lyrics composed by Shakil Badayuni are set to tunes by maestro Naushad. From all indications "Shabab" is going to turn out the most outstanding picture of all times.

Nawab in Producer-Director Nitin Bose's "Dard-E-Dil".

Dogra Films

Producer C. R. Dogra's maiden offering "Khoj" is replete with mystery, action, thrills, drama and music and is going to turn out a good box-office draw. In the cast are Shammi, Mahipal, Satish, Lalita Kumari, Rajni and Kishore Dogra. Balwant Bhatt directs the picture and the music is provided by Nissar.

Sunny Art Productions Ltd.

S. U. Sunny is working hard to make "Uran Khatola" a truly great picture in the real sense of the word. Dilip Kumar and Nimmi play the leading roles and get an able support from Agha, Bipin Gupta and Sheikh Mukhtar. Music wizard Naushad is responsible for providing the enchanting tunes.

Emar Films

Their maiden enterprise "Sailab" is more than half complete under the capable direction of Guru Dutt. The cast of the picture consists of Geeta Bali, Abhi Bhattacharya, Smriri, Ram Singh and Sunder. The music is provided by Mukul Ray and he is also the producer of the picture.

Jagat Pictures

Their ambitious undertaking "Pehli Jhalak" is being rapidly shot under the direction of M.V. Raman who gave a jubilee hit in "Bahar". Vijayantimala, Pran, M. Rajan, Roop Verma, Jawahar Kaul and Om Parkash are in the cast. C. Ramchandra is responsible for providing the lilting tunes.

Harishchandra Pictures

Their "Dharam Patni" which contains an appealing story is being vigorously shot under the direction of Ramchandra Thakur M. A. In the cast of the picture are Nirupa Roy, Shakuntla, Mahipal, Durga Khote, Yashodhra Katju, Kumar and Gope.

Shekhar and Begum Para appear together for the first time in Kashyap Productions "Naya Ghar".

Talwar Films

Their newest picture titled "Ilzam" is on the sets under the direction of R. C. Talwar. Meeena Kumari and Kishore Kumar play the romantic lead and get an able support from Jagdish Sethi, Shammi, Randhir, Zeb Quraishi and Om Parkash. Their next picture is titled "Bank Manager". Dilip Kumar and Meena Kumari have been assigned to play the lead.

A. V. M. Productions

In over 300 pictures that are produced every year, the foremost attraction of this year will be the one that is "Ladki". Vijayantimala, Bharat Bhushan and Om Parkash play the leading roles. "Ladki" has a box-office booming and will be a masterpiece from the makers of "Bahar".

Movie Entertainers

Their "Andhkar", which depicts the story of a mentally sick girl, is fast nearing towards completion under the direction of Adarsh. In the cast are Chitra, Satish, Baldev Mehta, H. Parkash and Nirmal Anand. Hansraj Behl provides the music. Pranlal Doshi is the producer of the picture.

Nimmi in Producer-Director Nitin Bose's "Dard-E-Dil".

Shaan Pictures

Mr. Harbans Lal, a business magnate of East Africa and Mg. Director, All India Film Corp. (Overseas) Ltd. has launched this production concern in collaboration with Producer-Director M. Sadiq. The first picture of this concern titled "Dard-E-Jigar" is mounting the sets during the current month.

Ashok Kumar Productions Ltd.

Their "Parineeta", which presents an unusual love epic, is fast nearing towards completion under the direction of Bimal Roy. Ashok Kumar and Meena Kumari enact the roles of the lovers and get an able support from Ashit Baran, Protima Devi, Manorama and Badri Parshad. The lyrics by Bharat Vyas are set to tunes by Aroon Kumar.

J. J. Films

This newly floated production concern have announced the production of "Asha Deep" the story of which has been contributed by Salil Sengupta, a progressive writer of Bengal. Abhi Bhattacharya and Pranti Ghosh have been assigned the leading roles.

All India Pictures

A simple and appealing story, catchy tunes and attractive dance ensembles makes "Rail Ka Dibba" an all round entertaining film. Madhubala and Shammi Kapoor who play the lead give a subdued performance to give Producer-Director Arora's direction due credit. Om Parkash and Yasmin give promising portrayals. The picture has been selected for International market and is the first Indian film that has entertainment with a purpose.

Dilip Kumar and Master Ramesh Kapoor in a scene from Asha Deap's "Shikast".

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IMPORTANT NEWS OF THE MONTH

Film Bankers

New Pradip Pictures historical masterpiece "Haldi Ghat" is complete and awaits an early release through them. Ashok Kumar, Naseem, Durga Khote, Ram Singh and K. N. Singh enact the leading roles.

Kidar Sharma's International venture 'Gunah' is also controlled by them. Geeta Bali plays the female lead.

Camp Cinema, Anand Parbat

Camp Cinema, Anand Parbat (Delhi) is fitted with brand new equipment of Gaumont Kalee Ltd. and gives perfect sound and light. Filmdom's choicest pictures are booked here for screening and the distributors MUST book their pictures at this theatre if they want to make good revenues.

L. Sham Nath Varma, the proprietor of this theatre, has spaired neither money nor pains to make the theatre comfortable in each and every respect.

"Hamdard" at Delhi From 8th May

Messrs. Rattan Pictures are releasing Variety's "Hamdard" from the 8th May at the local Jubilee, Palace and Plaza. Directed by S. Bhagat the cast of the picture consists of Nimmi, Shekhar, Smriti Biswas and Yashodhra Katju. The musical score is provided by Anil Biswas. "Hamdard" contains a very emotional and powerful story and is rich in music and dances. It is sure to do excellent business at the box-office. The picture is running successfully in the U. P. circuit.

Rohtas Chitra

G. P. Productions music-cum-dance-extravaganza 'Gulnar' is doing remarkable business at some of the key stations of U. P. and is due for an early release at Delhi. Harbans, the creator of several box-office hits, is responsible for direction and in the cast are Geeta Bali, Smriti, Cuckoo, Salim Raza and Ramesh Thakur. The music is provided by Hans Raj Behl and some of the tunes are very pleasing.

"Gulnar" contains a very gripping story and is full of romance, music, dances and comedy and is assured of good run at each and every station.

"Najaria" at Delhi From 8th May

Messrs. Hari Talkie Distributors are releasing "Najaria" from the 8th May at the local Ritz, Imperial, Camp and Excelsior. This musical-dance-extravaganza features Geeta Bali, Sajjan, Shyama, David, Begum Para and Mumtaz Ali in the leading roles. The picture is assured to do good business.

They are busy making arrangements to release Globe Pictures "Aabshar" written and directed by Hasrat Lucknavi. In the cast of the picture are Nimmi, Raj Kumar, Lalita Pawar and Kuldip.

ENTERTAINMENT PACKED
MUSICAL MELODRAMA

NAJARIA

Starring : GEETA BALI ● SAJJAN ● SHYAMA ● DAVID ● BEGUM PARA ● MUMTAZ ALI

Songs SANTOSHI — *Direction* SHANKER MUKERJI

Music : BHOLA SARESHTA

Releasing From 8th May '53 At

Ritz-Imperial-Camp-Excelsior (Delhi)

For Delhi & U. P.:— HARI TALKIE DISTRIBUTORS
Chandni Chowk — DELHI.

A SOUL—STIRRING SENSATION

Globe Pictures

Present

NIMMI
RAJ KUMAR
LALITA PAWAR
&
KULDIP

IN

AABSHAR

Writer-Director : HASRAT LUCKNAVI

Music : GHULAM HAIDER
BHOLA SARESHTA

Releasing In May

For East Punjab :
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M.RAJAN

The star of different Moods

M.RAJAN

in

DUAAN

DIGAMBER ARTS

Delhi CALLING

Indra Films

Goel Cine Corporations' ambitious offering "Aas" has been censored and awaits an immediate release through them at Delhi, New Delhi and all key stations of the circuit. Produced and directed by Davendra Goel the cast of the picture consists of Kamini Kaushal, Shekhar, Gulab, Ramesh Kapoor and Om Parkash. Shanker and Jaikishan are responsible for providing the lilting tunes. Those who have had the opportunity to witness the trial show of the picture are of the unanimous opinion that "Aas" would prove a sure box-office clicker.

Another film that awaits an early release through them is Cooperative Pictures "Chingari" featuring Nalini Jaywant, Shekhar and Pran. It is directed by S. Srivastva and the music is given by Manohar. The picture is rich in drama, music, romance and dances.

Minerva's "Jhansi Ki Rani" has already celebrated its silver jubilee at Delhi and is still the craze with picturegoers and exhibitors.

Goodwill Pictures Ltd.

Columbia Pictures "Chiragh-E-Alladin" has been released at some of the key stations of the circuit where it is doing tremendous business. The picture contains intense romance, powerful drama, humerous punches and unbelievable magic scenes—the like of which have so far not been witnessed on the screen. The picture is being anxiously awaited by the Delhi audiences.

The well-known screen writer Dewan Sharar plays an important role in Producer-Director A. R. Kardar's "Dil-E-Nadan".

All India Pictures "Rail Ka Dibba", produced and directed by P. N. Arora is due to be released during the current month at Delhi and all key stations of the circuit. It stars Madubala, Shammi Kapoor, Sajjan and Om Parkash in the leading roles. As already reported in these columns, the picture contains an absolutely new type of story and will immensely appeal to all classes of picturegoers.

Another picture that awaits an immediate release through them is Ranjit's "Foot Path" directed by Zia Sarhady and starring Dilip Kumar and Meena Kumari in the leading roles.

The distribution rights of the following pictures are also controlled by them :—

1. All India Pictures 'Gauhar' starring Bina Rai, Rehman, Vijay Laxmi, Agha and Ramesh Thakur.

2. Naya Sansar's "Rahi" starring Nalini Jaywant, Devanand, Balraj Sahni, David, Achla and Manmohan Krishna. It is produced and directed by K. A. Abbas and the music is provided by Anil Biswas.

3. Manmohan Films "Sheeshe-Ki-Diwar" featuring Veena, Shammi, Achla, Manmohan Krishna, Sunder, Wasti and Pran. It is directed by Manmohan Sabir.

4. Naya Sansar's "Munna" written, produced and directed by K. A. Abbas.

Goodluck Pictures

In the wake of the roaring success of "Alif Laila" their latest release is Producer-Director Nitin Bose's "Dard-E-Dil". It is doing remarkable business at the local Kumar. The picture stars Nimmi and Premnath in the leading roles. The music provided by R. C. Boral is one of the highlights of the picture. "Dard-E-Dil" is also doing very good business in the U.P. circuit.

Their next release is Chandrakala Pictures "Shuk Rambha" featuring Nirupa Roy and Bharat Bhushan.

The distribution rights of Amiya Chakrabarty's "Patita" and S. K. Films "Naaz" are also controlled by them.

The laugh-raiser Bhagwan in Fine Art's "Char Chand".

Shivsarandas Kidarnath

Basant Pictures "Husn Ka Chor" directed by J. B. H. Wadia is being released all over the circuit on the 12th June.

Other outstanding pictures controlled by them include :—

1. Musical Pictures Ltd's "Jeevan Jyoti" directed by Mahesh Kaul. It is being screened on the 10th July.

2. Sahu Films Ltd's "Mayurpankh", in Gevacolor. It is produced and directed by Kishore Sahu and the leading roles are enacted by Sumitra and Kishore Sahu himself. The picture is scheduled to be released on the 14th August.

3. Neel Dhara Films "Shaheed Bhagat Singh" starring Shammi Kapoor, Shakila, Prem Nath, Sapru and Lalita Pawar. It is being released on the Dussehra festival.

4. Sunny Art's "Uran Khatola" featuring Dilip Kumar and Nimmi. It will be released on the Dewali.

5. Bombay Talkies "Shikar" with Ashok Kumar and Nalini Jaywant.

6. Basant Pictures "Gul Sanovar" and "Alibaba And 40 Thieves".

Zeal Pictures

Kwatra Art's most ambitious Punjabi offering "Koday Shah" is nearing completion and due for an early release. Directed by Bakshi the cast of the picture consists of Shyama, Daljit, Manju, Rajni and Majnu. Sardul Kwatra provides the enchanting tunes. Kwatra Art's next Hindustani offering "Nau-Do-Giarah" with Geeta Bali is also with them.

Time Films "Baghi" with Ranjan and Naseem awaits an immediate release through them.

The distribution rights of Three Star Movies "Raj Garh" and Falcon Films "Aulad" are also controlled by them. "Raj Garh" is directed by P. Jairaj and the leading roles are enacted by Shyama and Shammi Kapoor. In the cast of "Aulad" are Munawar Sultana and Karan Dewan.

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DARD-E-DIL

Starring :

NIMMI ★ PREMNATH ★ NAWAB ★ MEENAXI

Directed by **NITIN BOSE** ★ *Music* **R. C. BORAL**

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DELHI — NEW DELHI

Motimahal, KANPUR Mehtab, MEERUT & Ruby, ALIGARH
Next Change At : Parkash, DEHRADUN

A GOOD LUCK PICTURES RELEASE

Bombay Talkies Distributors

They control the distribution rights of the following three outstanding movie marvels which are sure money-spinners for the exhibitors :—

1. Mohla Films soul-stirring social sensation 'Ehsan' directed by Rajendra Sharma. Prithvi Raj, Shammi Kapoor, Munawar Sultana, Roopmala and K. N. Singh play the stellar roles. The music is provided by Madan Mohan. It is scheduled to be screened during the current month.

2. Anand Chitra's "Pagal Khana" directed by Santoshi. Suraiya and Bharat Bhushan play the leading roles. The picture is in the finishing stages of production and those who have seen its rush-prints are of the unanimous opinion that the picture would turn out a sure box-office hit.

3. Asha Deap's "Shikast" produced and directed by Ramesh Saigal. Dilip Kumar, Nalini Jaywant, Durga Khote, K. N. Singh and Om Parkash play the stellar roles. The lilting tunes are provided by Shanker-Jaikishan.

Screen Exchange Ltd.

Film Craft's musical-dance-extravaganza "Haar Jeet" awaits an early release through them. Directed by Jaggi Rampal the cast of the picture consists of Shyama, Suresh, Shammi, Sunder and Hiralal. The music is provided by S. D. Batish. The picture is expected to do good business.

Film Fair

Aina Pictures 'Anand Bhavan' has turned out an extremely good picture and is doing remarkable business at the local Minerva. Produced and directed by S. M. Yusuf the cast of the picture consists of Nigar, Manhar Desai, Tiwari, Durga Khote and Kate Sethi. Vasant Desai has provided the lilting tunes. "Anand Bhavan" contains a very powerful story and is a worthy successor to "Aina", "Grahasthi" and "Gumashta". The picture is also doing very good business in the U. P. circuit.

Hari Har & Sons

Raj Hans Pictures social sensation "Sangam" is in the final stages of production and expected to be released by the end of this month. The studio reports received from Bombay speak a good deal about the merits of the picture. Kamini Kaushal, Shekhar, Shashikala, Jeevan and K. N. Singh play the leading roles under the direction of Kiran Kumar. The lilting tunes are provided by Ram Ganguli. S. U. Sunny is taking keen interest and is personally supervising the picture.

Punjab Film Distributors

They are busy making pre-release arrangements of Taimur Bairamshah's "Izzat" featuring Nirupa Roy, Amarnath, Manorama, Veera and Agha. The picture, it is expected, would do good business.

Jayant Desai's "Nishan Danka" featuring Ranjan and Shyama is running sucessfully in the U. P. circuit.

Associated Pictures Distributors

Producer - Director Roop K. Shorey's "Ek Do Teen" is doing record-breaking business at Bombay and is being released during the current month at Delhi, New Delhi and all key stations of U. P. The picture contains breezy comedy, lilting tunes and captivating dances. Meena, Motilal, Majnu and Yashodhra Katju play the leading roles. "Ek Do Teen", we are sure, will do excellent business here.

Rajshri Pictures Ltd.

Prakash Pictures musical masterpiece "Baiju Bawra" has celebrated its Golden Jubilee at Delhi and is still doing unique business all over the circuit.

They are now busy making pre-release arrangements of A. V. M's "Ladki" starring Vijayanthimala and Bharat Bhushan. Another film awaiting an early release through them is Ratnadeep Pictures "Naulakha Haar" directed by Harsukh Bhatt and Balchandra Shukla. Meena Kumari, Arvind Kumar, Ishwarlal, Durga Khote and Nirupa Roy play the stellar roles. They also control the distribution rights of Kardar Productions Ltd's "Chacha Chaudhary".

Geeta Bali and Shekhar form the romantic team in Kashyap Productions "Naya Ghar", produced and directed by D. D. Kashyap.

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JAGAT BOOK DEPOT

MATHURA

Nargis looks bewitching than before in Silver Films "Dhoon".

Joshi Film Exchange

Chandu Studio Ltd's most ambitious presentation "Naina" is being released released during the current month at Delhi, New Delhi and all key stations of U. P. "Naina" is the story of a man who sought justice even though it was an uphill task for him to obtain it. Geeta Bali and Abhi Bhattacharya play the romantic lead under the capable direction of Ravindra. Both of them have given most convincing portrayals. The tunes provided by Manna Dey are sweet and pleasing and the photography of Chandu is superb. It is needless to add that "Naina" would do extremely good business in the North.

The distribution rights of Chandu Studio Ltd's forthcoming pictures "Massourie" and "Sach" are also controlled by them.

Roopnagar Ltd.

Hira Films pride presentation "Shole" is doing excellent business at the local Novelty as well other key stations of U. P. Directed by B. R. Chopra the cast of the picture consists of favourites like Ashok Kumar, Bina Rai, Purnima, Jeevan and Mohna. All of them have given superb portrayals. "Shole" is one of the best pictures that we have seen in recent years and it contains an absolutely new type of story.

Their immediate release is New Sai Productions 'Jhanjar' directed by Kedar Sharma and starring Kamini Kaushal, Usha Kiran, Sajjan, K. N. Singh, Sunder, Om Parkash and Motilal. The music is provided by C. Ramchandra. The picture, we are sure, will click well at the box-office.

The distribution rights of Gope Productions "Malkin" and Roopnagar Ltd's "Dhuaan" are also controlled by them.

Manoranjan Pictures Corp. Ltd.

They have received the complete publicity of P. N. Films Ltd's ambitious offering 'Shagufa' and are busy making elaborate arrangements to release it soon at all key stations of the circuit. The picture is deftly directed by H. S. Rawail and in its cast are Prem Nath, Bina Rai, Hiralal, Yashodhra Katju and Shashikala. The lilting tunes are provided by music wizard C. Ramchandra. 'Shagufa' contains a new and novel type of story and is a sure box-office clicker.

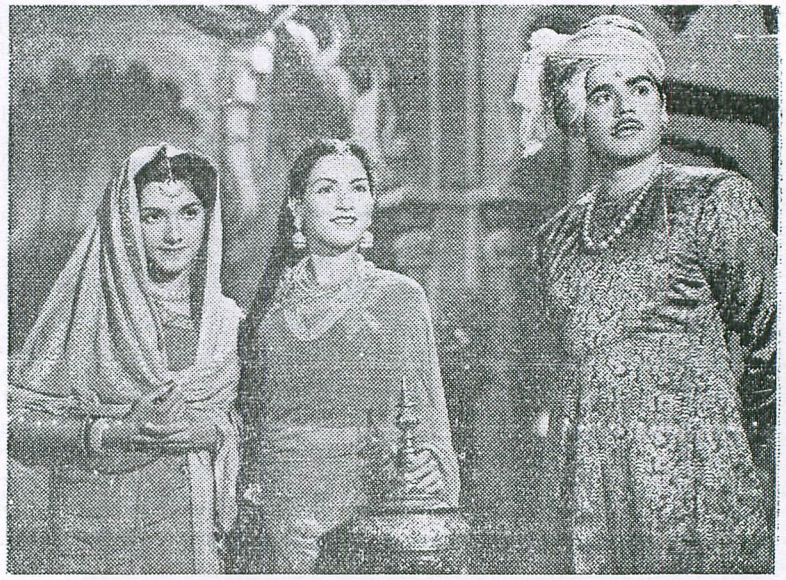
The distribution rights of the following outstanding pictures are also controlled by them :—

1. Kardar Productions Ltd's "Dil-E-Nadan", produced and directed by A. R. Kardar. Talat Mahmud and Peace Kanwal play the romantic lead and get an able support from Dewan Sharar and Shyama. This memorable masterpiece is complete and due for an early release.

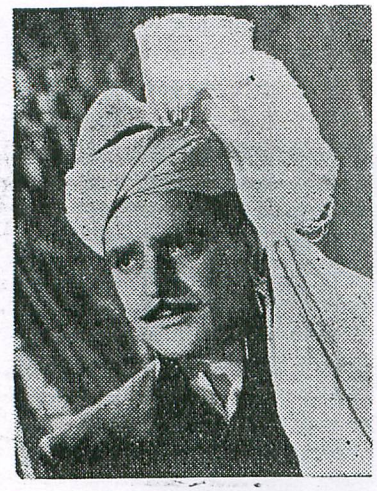
2. Ashok Kumar Productions Ltd's prestige presentation "Parineeta" starring popular artistes like Ashok Kumar, Meena Kumari, Ashit Baran, Manorama, Badri Parshad and Bikram Kapoor. The picture is directed by Bimal Roy and the musical score is provided by Anoop Kumar. The latest reports received from Bombay about this picture reveal that "Parineeta" is rich in drama, music and dances and that it would do outstanding business from the box-office point of view.

3. Mehboob Productions Ltd's newest venture "Amar" produced and directed by Mehboob. Dilip Kumar and Nimmi play the leading roles. Music wizard Naushad provides the musical score. The picture is expected to be ready for release by August.

All these pictures are great money-spinners for the exhibitors who should take the first opportunity to book the same at their theatres.



A scene from Filmkar Ltd's "Maan", a social story produced and direeted by Rajindra Jain.



Prithviraj will be seen on the screen after quite a long time in Mohla Films "Ehsan".

Upper India Pictures Ltd.

They are releasing K. Pictures biggest family drama "Ghar Baar" during the current month at Delhi, New Delhi and all key stations of the circuit. Directed by Dinkar. D. Patel the cast of the picture consists of popular artistes like Surendra, Sulochana Chatterjee, Shammi, Manhar Desai, Paro, Kuldip and Gope. The picture, we are sure, will do remarkable business.

New Theatres "Naya Safar" directed by Subodh Mitter is almost complete and due for an early release. It features Maya Mukherjee, Basanta Choudhury and Raj Kumar in the main roles. The music is provided by Pankaj Mullick. New Theatres "Vivah Bandhan" is also with them.

Their latest acquisition is Fine Art's musical comedy "Char Chand" starring Suresh, Majnu, Bhagwan and Shyama in the leading roles. The picture contains good entertainment and has tremendous appeal for the masses.

They have also bagged the distribution rights of Santoshi's forthcoming productions after "Pagal Khana".

Desai & Co.

They have sprung a surprise in the trade circles by acquiring the distribution rights of Prakash Pictures two screen classics "MAHAPRABHU CHAITANYA" and "BHAGWAN BUDDHA" (In Colour).

"Mahaprabhu Chaitanya" is already on the sets with Bharat Bhushan playing the central role. Vijay Bhatt is responsible for direction and the musical score is provided by R. C. Boral. "Bhagwan Buddha" is very shortly mounting on sets. The booking of the pictures is going on in full swing at very attractive terms. We feel sure that both these pictures would prove a worthy successor to "Baiju Bawra" which has once again revived the glory of Prakash Pictures.

They are now busy making arrangements to release Producer-Director Mahesh Kaul's "Gopinath". As already indicated, the picture contains an emotional story the like of which has not been witnessed on the screen so far. Raj Kapoor and Tripati Mitra play the leading roles. Undoubtedly, "Gopinath" is being anxiously awaited by the picture-goers.

JUPITER'S

Krishan Kanhaiya

RELEASING IN MAY AT ALL KEY STATIONS OF THE CIRCUIT

For East Punjab | Everest Pictures | Railway Road, JULLUNDUR.

Wadia Paramount Pictures

R. K. Films most keenly awaited presentation "Aah" is doing record business at the local Moti, Odeon and West End and has been highly liked and appreciated by the audiences. The picture is a worthy successor to "Barsaat" and "Awaara" and Raj Kapoor deserves the laurels. Nargis, Raj Kapoor, Vijaylaxmi and Pran have given superb portrayals under the intelligent direction of Raja Nawathe. The music provided by Shanker and Jaikishan is one of the added attractions of the picture. "Aah" is also doing bumper business at some of the key stations of U.P.

Jayant Desai's "Hazar Raten" starring Rehana, Manhar Desai, Bipin Gupta and Agha is running successfully in the entire circuit.

Amar Jyoti Pictures

Rani Productions mythological melodrama "Lanka Dahan" is being released through them during the current month at all key stations of the circuit. Directed by Raja Nene the cast of the picture consists of Ranjana, Paro & Sapru.

Kanwal Prakash Pictures

Shree Mool Raj Bhatia has once again hit the headlines by acquiring the distribution rights of three outstanding pictures which are sure box-office clickers. They are :—

Navketan's "Hum Safar" directed by A. N. Banerjea and starring Devanand, Kalpana Kartik, Smriti and Chetan Anand. The music is provided by Ali Akbar Khan. The studio reports received about this picture are very encouraging.

Nigaristan (India) Films Punjabi presentation "Jugni" directed by Rajendra Sharma and starring Roopmala, Sunder, Majnu, Manorama and Satish. The music is provided by Hansraj Behl. The picture is ready for release and those who have seen its trial are of the firm opinion that it is one of the best Punjabi pictures produced so far. The distribution rights of Nigaristan's next picture also vest with them.

They have also bagged the distribution rights of J. S. Pictures next film titled "Doctor & The Dancer" produced and directed by Jagdish Sethi.

The booking of the pictures is going on in full swing.

National Finance Ltd.

Bhagwan Art's "Jhamela" did very good business at the local Moti and is doing unprecedented business in the U. P. circuit. Produced and directed by Bhagwan the picture is full of rip-rolling comedy, lilting tunes and dazzling dances. Geeta Bali, Bhagwan, Shakuntla and Sunder are cast in the important roles.

Their immediate release is Ranjit's "Bahadur" directed by Ratilal Punatar. Shyama and Suresh play the leading roles. The picture is expected to do good business.

A scene from Producer-Director A. R. Kardar's "Dil-E-Nadan".

Taj Bahadur Raizada, an educated youngman belonging to a respectable family of Delhi, aspires for a screen career. Contact him c/o 'Filmcritic'.

"SPOT THE STAR"
Result

—o—

The cine artiste whose photograph appeared in "Spot The Star" Competition in our March '53 issue is none else than the versatile and all-rounder ACHLA SACHDEV who has acted in "Kashmir", "Resham", "Aasman", "Anhonee", "Sheesha" and "Jalianwala Baagh Ki Jyot".

The first all-correct entry has been received from Kumari Indira Namade, 37/15 Suyog, Yerandavone, Deccan Gymkhana Poona-4. "Filmcritic," free for one year, is being sent to her from the May '53 issue.

All India Film Distributors

Varma Films " Aurat" is doing bumper business at the local Majestic and Palace as well at all key stations of the circuit. This spectacular saga of love and hatred is brilliantly directed by Bhagwandass Varma and Bina Rai and Prem Nath have given excellent portrayals. The lilting tunes are provided by Shanker and Jaikishan. "Aurat" is one of the best pictures of all times and must not be missed by anyone.

Their next release is Bharani's "Chandirani" directed and enacted by Bhanumati. The distribution rights of Kuldip Pictures "Dost" are also controlled by them.

Mussoorie Films & Finance Ltd.

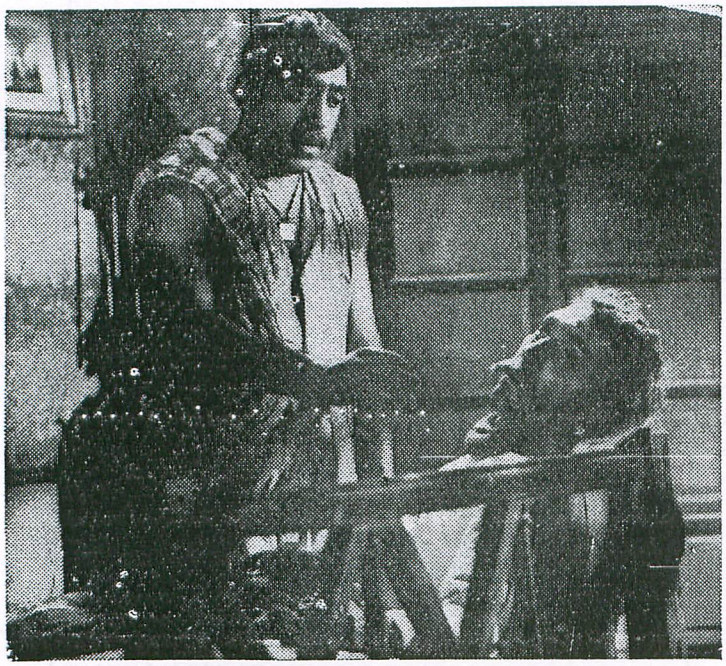
Bimal Roy Productions masterpiece creation "Do Bigha Zamin" is complete and is scheduled to be screened during the current month at Delhi, New Delhi and all key stations of the circuit. The picture is directed by Bimal Roy and features Balraj Sahni, Nirupa Roy, Ratan Kumar and Murad in the important roles. Those who have seen the rush prints of the picture are all in appreciation for its superb direction and powerful story. " Do Bigha Zamin " has been selected to be shown at the Prague International Film Festival.

H. G. Films " Baaz ", the distribution rights of which are also controlled by them, is in the final stages of production and due to be released during the next month. The leading roles are enacted by Geeta Bali, Guru Dutt, K. N. Singh, Yashodhra Katju, Kuldip and Ram Singh. Guru Dutt is responsible for direction and the songs written by Majrooh are set to tunes by O. P. Nayyar. The picture is most keenly awaited by the cine-goers and is sure to meet with unprecedented success.

"SAMRAT"

With General Talkies Ltd.

In the news item of Filmistan Distributors (India) Ltd. that appeared in our April '53 issue it was wrongly stated therein that Filmistan's "Samrat" is with them. The distribution rights of 'Samrat' for Delhi and U. P. are infact controlled by Messrs. General Talkies Ltd. and we regret for this oversight.



K. N. Singh and Chaman Puri in a tense sequence from "Sangam".

MIGHTIEST
Musical Of 1953

FAST NEARING COMPLETION

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DIN KA SOHAG

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Chitra makes her screen debut in Filmkar Ltd's "Maan".

General Talkies Ltd.

They have booked Kashyap Productions "Naya Ghar" at most of the key stations of the circuit where it is scheduled for an early release. Rich in music, different in theme and sentimental in sequences "Naya Ghar" features Geeta Bali, Shekhar, Leela Chitnis, Begum Para and Jagdev in the leading roles. The music is given by Shanker-Jaikishan. Kashyap Productions forthcoming pictures "Vachan" and "Shirin Farhad" are also with them.

Another outstanding picture controlled by them is Filmistan's "SAMRAT" directed by Najam Naqvi and featuring Rehana, Ajit, Ram Singh, Ulhas and Sapru. The picture is sure to click well at the box-office.

Silver Films "Dhoon" starring hot favourites like Nargis, Raj Kapoor, Motilal, Kamal, Pramilla and Kumar is complete and awaits an immediate release through them. Yet another picture cont-trolled by them is Filmkar's "Maan" the cast of which consists of Jagirdar, Kumar, Durga Khote, Ajit and new-find Chitra. Its music is provided by Anil Biswas. They are very shortly screening "Malika Salomi" in the circuit.

Delhi Film Corporation Ltd.

Vanguard Productions mammoth masterpiece "Vijay Yatra" featuring Sumitra, Sunanda and Debi Mukherji is set for an immediate release through them. Producer-Director R. C. Talwar's "Razdar" with Ramola, Paresh Banerjee, Sunder and Ruplekha is also set for an early release through them. Talwar's "Toote Sapne" starring Ramola, Satish and Sunder is yet another picture that awaits an early release. Shri Udey Vir Singh, the local office-incharge, is booking the pictures at very good terms.

Filmistan Distributors (India) Ltd.

Filmistan's historical classic "Anarkali" is the craze of cinegoers and creating new box-office records at the local Jagat and Khanna. It is also doing record busines in the entire circuit. We heartily congratulate Shri Champa Lal Jalan on the tremendous success of "Anarkali".

Their next release is Filmistan's "Badnam" starring Shyama, Balraj Sahni, Ulhas and Sheila Ramani. It is directed by D. D. Kashyap.

Silver Screen Distributors

Producer-Director V. Shantaram's latest presentation "Teen Batti Char Rasta" is being screened very shortly at Delhi and New Delhi along with all key stations of the circuit. In the cast are Sandhya, Smriti, Sheila Ramani, Shashikala, Meenakshi, Dewan Sharar and Karan Dewan. "Teen Batti Char Rasta" is rich in comedy, music and dances and contains a very powerful story. It is doing remarkable business at the Liberty, Bombay and is sure to take the Northern India audiences by storm.

National Films

They have bagged the distribution rights of Jubilee Pictures Ltd's. "Thokar". The picture is produced and directed by Lekh Raj Bhakri and in the cast are Shyama, Shammi Kapoor, Paro, Lalita Pawar and two new-finds Jai Jaywanti and Ravindra Kapoor. The screenplay and dialogues are from the pen of Pt. Girish and the musical score is provided by Sardar Mullick. The latest Bombay reports received in our office reveal that "Thokar" is an 'A-1' picture and will do astounding business at the box-office.

Shri B. K. Kapur, the local office incharge, is booking the picture at very attractive terms.

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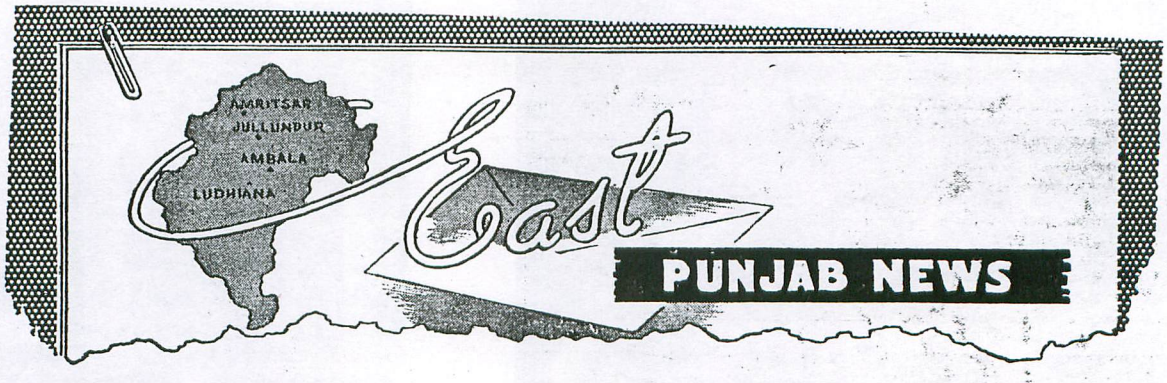


Swarn Pictures

After the unprecedented success of Producer - Director Shorey's "Ek-Do-Teen" at Bombay, S. Swaraj Singh is busy making elaborate arrangements to release this much-talked-of moviola at all key stations of the circuit in the current month where it is bound to do astounding business. "Ek-Do-Teen" is one of the breeziest comedies and is rich in music, dances and romance. Meena, Motilal and Majnu have given superb portrayals.

Their next release is Wadia's "Husn Ka Chor".

The distribution rights of Asha Deap's "Shikast", Sunny's "Uran Khatola", Bombay Talkies "Shikar" and Production Nos. 20 & 40 are also controlled

Hans Raj Oberoi son of L. Nand Oberoi is the office-incharge of r India Pictures Ltd. Jullundur. is busy booking Kashyap's ya Ghar", "Vachan" and rin Farhad" as well Dogra Films oj" at very attractive terms.

ing Meena Kumari and Raj ır.

Ranjit's "Dhobi Doctor" Usha Kiran, Anup Kumar anhaiyalal playing the major

Ranjit's "Bulbul" starring ıa and Suresh.

oaba Film Corp. Ltd.

ms Productions prestige ɔi presentation 'Lara Lappa' ıplete and being released h them at all key stations of rcuit during the current . Deftly directed by er Mehta the cast of the : consists of Shyama, Amarnath, Majnu, Kuldip and Sunder. The picture contains lilting tunes, delightful dances and breezy comedy and is sure to do extraordinary business in the entire circuit. Messrs. Sharma and Senger are doing very good publicity of the picture.

Bhagwan Pictures

Nigaristan (India) Films musical comedy "Jugni", in Punjabi, is complete and set for an early release. Popular Punjabi artistes like Roopmala, Sunder, Majnu, Manorama, Satish and Ramesh Thakur play the leading roles under the direction of Rajendra Sharma. The Studio reports received about this picture are very encouraging.

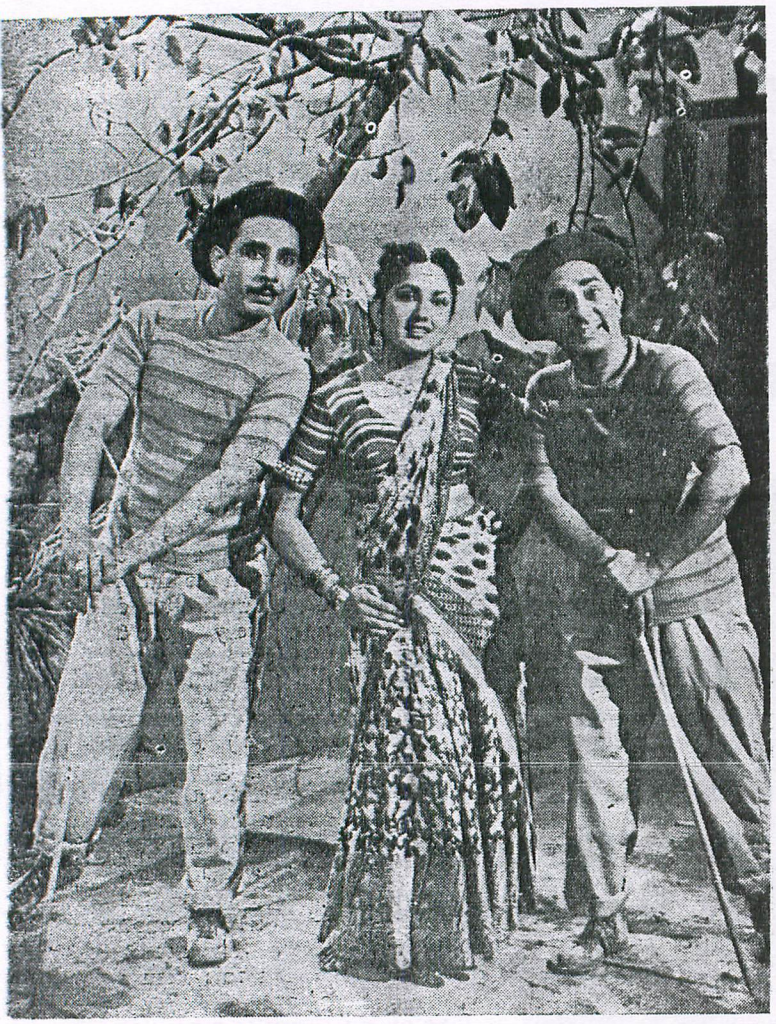
Mohla Films "Ehsan" featuring Prithvi Raj, Shammi Kapoor, Munawar Sultana and K. N. Singh is also due for an early release through them.

The distribution rights of Musical Pictures Ltd's "Jeevan Jyoti" and S. K. Films "Naaz" are also controlled by them.

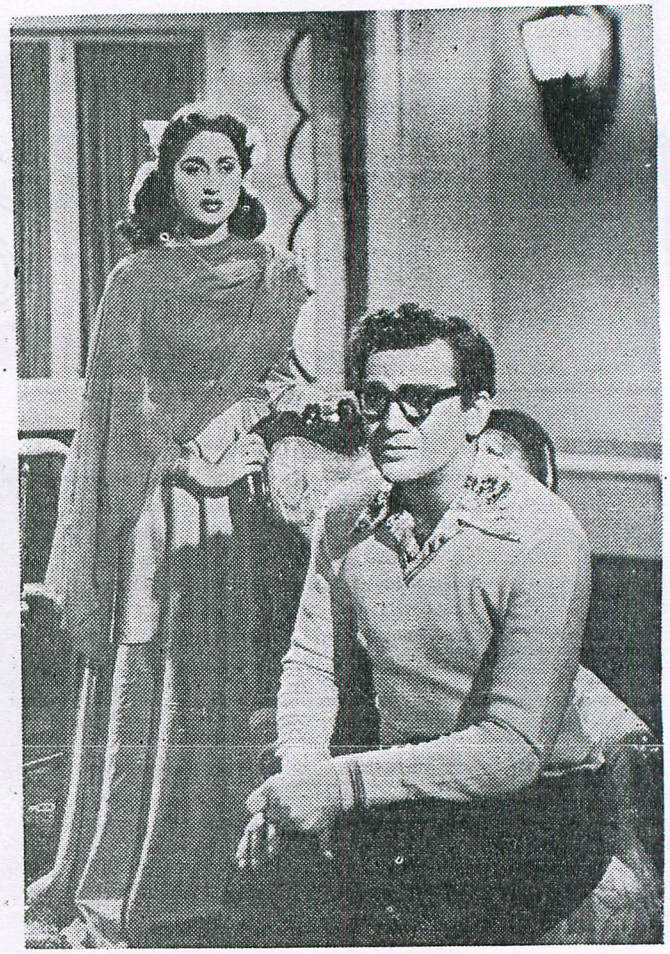
India Films & Finance

Krishin Movietone's "Pehli Shadi" is doing good business in the entire circuit. Nargis and Bharat Bhushan play the leading roles. They are now busy making arrangements to release H. G. Films pride presentation "Baaz". It is directed by Guru Dutt who gave a jubilee hit in "Baazi". Geeta Bali, Guru Dutt, Kuldip, K. N. Singh and Yashodhra Katju play the important roles. The songs written by Majrooh are set to lilting tunes by O. P. Nayyar.

GLIMPSES FROM PICTURES TO COME



a scene from "LARA LAPPA"—A Doaba Film Corp. release in East Punjab.



Bina Rai and Prem Nath in P N. Films Ltd's "SHAGUFA".

Comedians Mainu & Shaikh (as Lamboo and Shamboo) want to have a square deal with Altaf in "CHAR CHAND" year's Best Musical Comedy.
An Upper India Pictures Release in Delhi-U. P.

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tma Gandhi Road, Bombay-1.

The distribution rights of R. C. Films "Kashmkash" are also with them. It is being directed by Guru Dutt and the romantic lead is played by Geeta Bali and Devanand.

Paradise Pictures

Nav Bahar Films "Dilbar" is doing good business in the entire circuit. Shammi, Ajmal and Cuckoo are cast in the important roles.

All India Film Corp. Ltd.

Varma Films spectacular offering "Aurat" has turned out an excellent picture and is doing extraordinary business wherever it has been screened. Bina Rai and Prem Nath have given the best portrayals of their life-time.

R. K. Films much-awaited movie "Aah" has been released by them at some of the key stations of the circuit where it is doing record business. Nargis, Raj Kapoor, Vijaylaxmi and Pran play the stellar roles. The music provided by Shanker and Jaikishan is one of the highlights of the picture.

Filmistan's mammoth masterpiece "Anarkali" is still a craze with the picturegoers and exhibitors. It is setting new box-office records at each and every station.

"LARA LAPPA"

An Excellent Picture

The latest reports received from Bombay reveal that Sams Productions Punjabi offering "Lara Lappa" has turned out an excellent picture and that it will create new records at the box-office. The picture is directed by Shankar Mehta who has to his credit a couple of jubilee hits. The story is contributed by C. L. Kavish and the lilting tunes are provided by Dhaniram. In the cast are popular artistes like Shyama, Amarnath, Majnu, Kuldip and Sunder. "Lara Lappa" is packed with humorous purches, lilting tunes and captivating dances. It is awaiting an immediate release in East Punjab through Messrs. Doaba Film Corp. Ltd.

A scene from Jupiter's "Krishan Kanhaiya".

Shri Jagdish, the capable Manager of the concern, deserves congratulations on the tremendous success of "Aurat", "Anarkali" and "Aah". They also control the distribution rights of R. K. Films "Shree 420", "Boot Polish", Bharani's "Chandirani" and Kuldip's "Dost".

United Friends

Producer-Director Devendra Goel's ambitious presentation 'Aas' has been censored and is being released through them at all key stations of the circuit during the current month. Kamini Kaushal and Shekhar play the lead. The music is scored by Shanker-Jaikishan.

Other outstanding pictures controlled by them include: Chandrakala Pictures ''Shuk Rambha", Gope Productions "Malkin" and Roopnagar Ltd's "Dhuaan".

Upper India Pictures Ltd.

They have bagged the distribution rights of Kashyap Productions three pictures viz: 'Naya Ghar", "Shrin Farhad" and "Vachan". "Naya Ghar" is in the finishing stages of production and stars Geeta Bali, Shekhar, Leela Chitnis, Begum Para and Jagdev. It is produced and directed by D. D. Kashyap and the music is given by Shanker and Jaikishan. Dogra Films "Khoj" is also with them.

Khanna Film Exchange

They are busy making elaborate arrangements to release Fine Art's musical comedy "Char Chand" during the current month at all key stations of the circuit. The picture features Shyama, Suresh, Mainu and Bhagwan in the leading roles and all of them have given superb portrayals. A. Karim is responsible for direction and the music is provided by Nashad. From all indications the picture is sure to do outstanding business.

Another picture that awaits an immediate release through them is Film Craft's "Har Jeet" directed by Jaggi Rampal and starring Shyama, Suresh, Sunder, Hiralal and Shammi. S. D. Batish provides the pleasing tunes. The Bombay reports received in our office speak a lot about the merits of the picture.

New Members Of The East Punjab Motion Picture Association

The following have been elected members of the Executive Committee of East Punjab Motion Picture Association. The announcement was made on the 25th April '53 :—

L. Jagan Nath Dhand, Mr. M. L. Nayyar, Pt. Ajudhya Nath, S. Swaraj Singh, Mr. Ram Nath Sehgal, L. Bhagwan Dass Kaushal, Mr. K. L. Sethi, Mr. Chaman Lal Sehgal, Mr. A. L. Ghai, L. Boota Ram, Mr. B. L. Bhatnagar, L. Sohan Lal Puri and Mr. H. R. Mehta.

Silver Screen Enterprisers

Shri Brij Mohan Nayyar, the chief of the concern, controls the distribution rights of two movie marvels: "Do Bigha Zamin" and "Thokar" which are sure box-office 'hits'.

"Do Bigha Zamin" is ably directed by Bimal Roy and Nirupa Roy and Balraj Sahni enact the leading roles. 'Thokar' is produced and directed by Lekh Raj Bhakri and in its cast are Shyama, Shammi Kapoor, Paro and Lalita Pawar.

Prakash Pictures

They have received the complete publicity of New Sai Productions "Jhanjar" and plan to release it during the current month all over the circuit. Directed by Kidar Sharma the star-studded cast of the picture consists of Kamini Kaushal, Usha Kiron, Sajjan, K. N. Singh, Om Parkash and Motilal. The music is scored by C. Ramchandra.

Another picture that awaits an early release through them is Filmco's "Nagma" produced and directed by Nakshab and starring Ashok Kumar, Nadira and Om Parkash.

Other notable pictures controlled by them include New Sai Productions "Lahren" and Bakshi Brothers "Riyasat". J. S. Pictures "Jaggu" is doing very good business in the entire circuit.

New Jubilee Films

Shri Dev Dutt Khosla, the chief of this concern, has booked Chandu Studio Ltd's "Naina" at all key stations of the circuit and is busy making elaborate arrangements to release the same during the current month. Geeta Bali and Abhi Bhattacharya play the lead under the intelligent direction of Ravindra. "Naina", we are sure, will do remarkable business in the circuit.

Their latest acquisition is Navketan's "Hum Safar" featuring Devanand, Smriti and Kalpna Kartik. It is directed by A. N. Bannerjea and Ali Akbar provides the music.

"Vanraj", "Simba", "Mun Ki Jeet", "Dilwale", 'Song Of Jungle' and "White Gorilla" are doing good business in the circuit.

Entertainers (India) Ltd.

C. R. Productions "Najaria" is complete and awaits an immediate release through them. Shyama, Sajjan, David, Begum Para and Geeta Bali are cast in the important roles. The songs written by Santoshi are set to lilting tunes by Bhola Sareshta. Globe Pictures "Aabshar" featuring Nimmi, Raj

Yashodhra Katju in Variety's. "Hamdard".

Kumar, Lalita Pawar and Kuldip is also set for an early release through them. It is directed by Hasrat Lucknawi and the music is rendered by Ghulam Haider.

Producer-Director Wali's "Zamane Ki Hawa" is doing good business all over the circuit. Mr. Ram Nath Sehgal, the chief of this concern, hopes to acquire a few more outstanding pictures during a short time.

Sethi Film Exchange

Mr. K. L. Sethi has returned from Bombay and bagged the distribution rights of Sadiq Productions "Shabab" and Omar Khaiyam Films "Hum Kisan".

They are also controlling New Pradip Pictures "Haldi Ghat" and Kedar Sharma's "Gunah".

Khetrapal Film Exchange

Producer-Director K. Amarnath's costume phantasy "Alif Laila" is doing remarkable business all over the circuit. Nimmi, Vijay Kumar, Asha Mathur, Pran and Gope are starred in the key roles.

Mr. Khetrapal, the chief of this concern, is shortly proceeding to Bombay to bag a few more pictures.

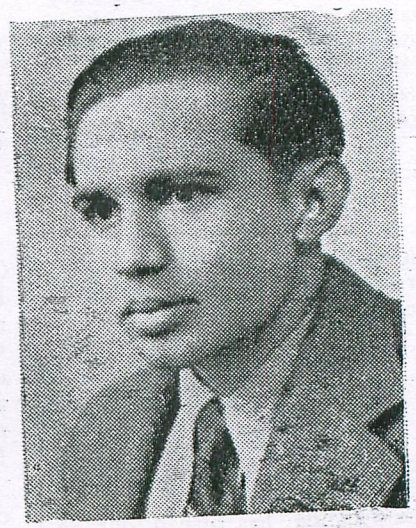
National Films

Shri R. K. Kapoor, the local office-incharge, is feeling jubilant on the wide success of Bhagwan Art's "Jhamela" in the circuit. The picture is doing record business at each and every station. Geeta Bali and Bhagwan play the leading roles.

Everest Pictures

Jupiter's mythological melodrama "Krishan Kanhaiya" is being released by them during the current month all over the circuit. Produced at an enormous cost the picture is entirely different from the other mythologicals produced so far on the subject.

Ranjit's "Tansen" starring Saigal and Khurshid is running successfully in the circuit through them with brand new prints.



Here is Mr. Karim A. Karimjee from East Africa. He is quite handsome and is aged 18 years. Fond of music, dancing and singing he has also played in many school dramas. He desires to cultivate pen-friendship with either sex from any part of the world. His special interests are the collection of used stamps, First Day Covers, Coins, view cards and snaps of friends. He is a Philatelist and a stamp dealer too. While corresponding don't forget to send him your snap with age, occupation and hobbies.

Address: Karim A. Karimjee, Philatelist, P. O. Box 1388, Mombasa (East Africa).

(Advtt.)

In the wake of completion of BAAZ H.G. FILMS announce their immediate next .....

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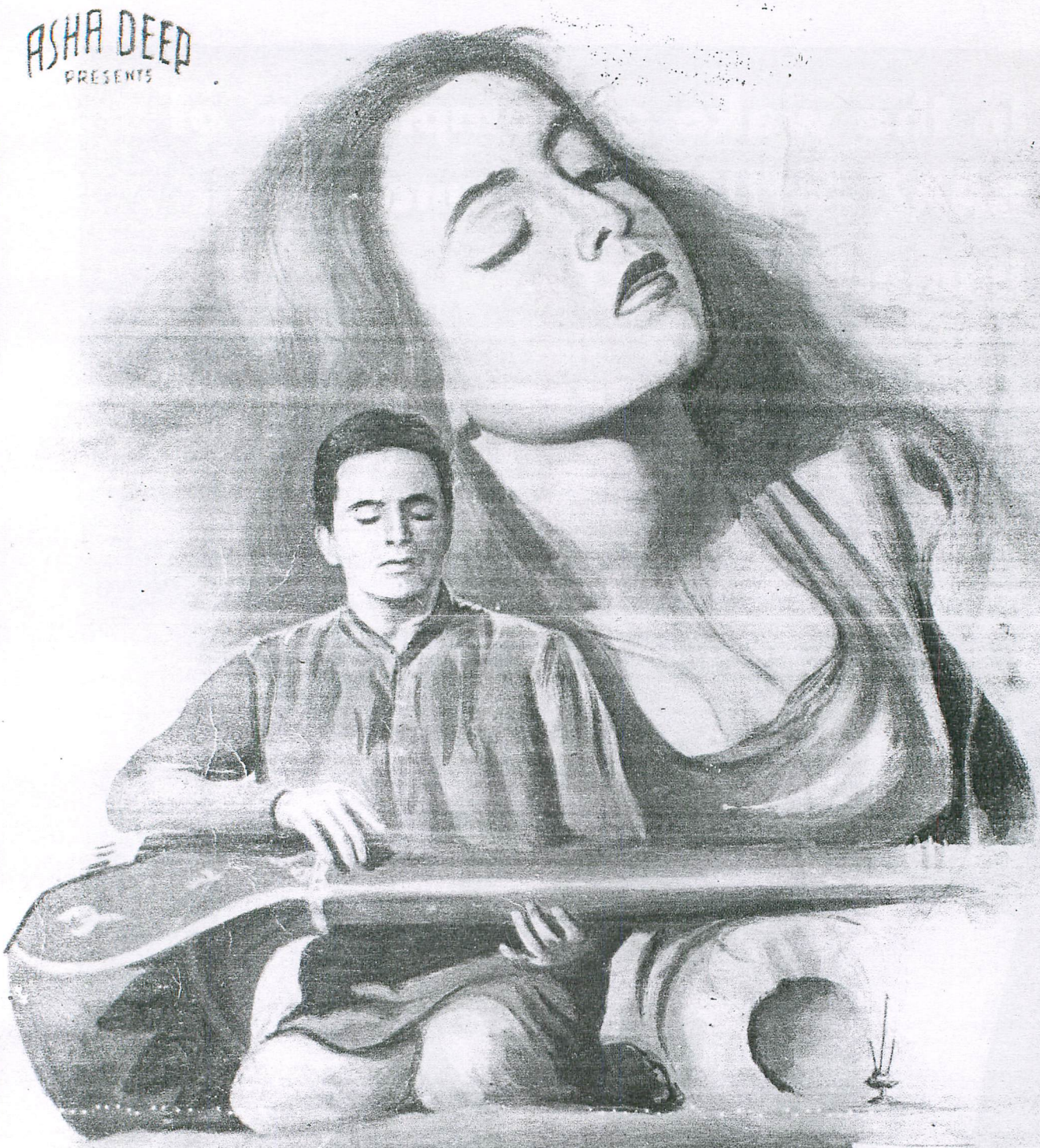

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